DOCUMENT RESUME

ED 236 438 CE 800 022

TITLE	An Annotated Bibliography for Occupational Exploration Programs in the State of Texas.
INSTITUTION	North Texas State Univ., Denton. Coll. of Education.
SPONS AGENCY	Texas Education Agency, Austin. Dept. of Occupational Education and Technology.
PUB DATE	Jun 81
CONTRACT	11230048
NOTE	140p.
PUB TYPE	Reference Materials - Bibliographies (131)
EDRS PRICE	MF01 Plus Postage. PC Not Available from EDRS.
DESCRIPTORS	Annotated Bibliographies; Audiovisual Aids; *Career Exploration; Career Guidance; Instructional Materials; *Occupational Clusters; Secondary Education; Simulation
IDENTIFIERS	PF Project

ABSTRACT

Three hundred twenty-five entries describing curricula, simulation explorations, reference sources, audiovisual materials, and professional materials for educators are briefly annotated. While written specifically to aid teachers of occupational exploration in identifying instructional materials for their programs, this bibliography is intended to be helpful to anyone seeking instructional materials for secondary vocational or career education courses. The entries are organized into eleven major sections with each section further divided into the three subsections of curricula and simulations, printed materials, and audiovisuals. Ten sections cover the following career clusters: (1) business and office; (2) communications and media; (3) construction; (4) environment; (5) health; (6) hospitality and recreation; (7) marketing and distribution; (8) personal services; (9) public services; and (10) transportation. The last section contains entries which are appropriate for instruction in all ten career clusters. Also included in this last general section are entries related to the professional development of teachers in areas such as sex equity, classroom management, and strategies for the teaching of the handicapped and disadvantaged. Instructions for reading the entries and for ordering listed items from commercial suppliers, the U.S. Government Printing Office, and ERIC are provided. The appendices include the addresses of the suppliers and list of institutions with ERIC collections. (JW)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

ED236438

AN ANNOTATED BIBLIOGRAPHY FOR OCCUPATIONAL EXPLORATION PROGRAMS IN THE STATE OF TEXAS

A Project Funded by:

THE TEXAS EDUCATION AGENCY
DEPARTMENT OF OCCUPATIONAL EDUCATION AND TECHNOLOGY

In Cooperation With:

NORTH TEXAS STATE UNIVERSITY

Conducted by:

Kathryn Hollenback, Project Coordinator

and Staff:

Venessa Austin
Davelyn Forrest
Frank Fuller

College of Education
North Texas State University
Denton, Texas 76203

The research reported herin was conducted under contract (#11230048) with the Texas Education Agency. Positions and points of view expressed are not necessarily those of the Texas Education Agency and no official endorsement by the Agency should be assumed or inferred.

June, 1981

U.S. DEPARTMENT OF EDUCATION
NATIONAL INSTITUTE OF EDUCATION
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

☐ This document has been reproduced as received from the person or organization originating it.

☑ Minor changes have been made to improve reproduction quality.

• Points of view or opinions stated in this document do not necessarily represent official NIE position or policy.

"PERMISSION TO REPRODUCE THIS MATERIAL IN MICROFICHE ONLY HAS BEEN GRANTED BY

D. Bristow

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

CE800022

TABLE OF CONTENTS

INTRODUCTION.....1
CRITERIA FOR BIBLIOGRAPHY ENTRY SELECTION.....1
BIBLIOGRAPHY ORGANIZATION.....2
READING BIBLIOGRAPHY ENTRIES.....3
ORDERING MATERIALS.....4
COMMERCIAL SUPPLIERS.....4
GOVERNMENT PUBLICATIONS.....4
ERIC DOCUMENTS.....5
COMMENTS.....6

OCCUPATIONAL EXPLORATION CLUSTERS

BUSINESS AND OFFICE.....7
Audio-Visuals.....9
Curricula and Simulations.....13
Printed Materials.....23
COMMUNICATIONS AND MEDIA.....27
Audio-Visuals.....29
Curricula and Simulations.....31
Printed Materials.....35
CONSTRUCTION.....39
Audio-Visuals.....41
Curricula and Simulations.....43
Printed Materials.....45
ENVIRONMENT.....51
Audio-Visuals.....53
Curricula and Simulations.....55
Printed Materials.....57
HEALTH.....61
Audio-Visuals.....63
Curricula and Simulations.....67
Printed Materials.....71

HOSPITALITY AND RECREATION.....77
Audio-Visuals.....79
Curricula and Simulations.....81
Printed Materials.....83
MARKETING AND DISTRIBUTION.....85
Audio-Visuals.....87
Curricula and Simulations.....91
Printed Materials.....95
PERSONAL SERVICES..... 99
Audio-Visuals.....101
Curricula and Simulations.....103
Printed Materials.....107
PUBLIC SERVICES.....109
Audio-Visuals.....111
Curricula and Simulations.....113
Printed Materials.....117
TRANSPORTATION.....119
Audio-Visuals.....121
Curricula and Simulations.....123
Printed Materials.....125
GENERAL.....127
Audio-Visuals.....129
Curricula and Simulations.....137
Printed Materials.....149
Teacher References.....157
APPENDICES.....163
Addresses of Suppliers.....164
Institutions with ERIC Collections.....167
Education Service Centers.....170
Contact Persons for Public Utilities.....171

INTRODUCTION

This annotated bibliography is the product of a research project funded by the Research Coordinating Unit of Occupational Education and Technology of the Texas Education Agency. It was sponsored by the Division of Occupational and Vocational Education at North Texas State University.

The bibliography was written specifically to aid the teachers of Occupational Exploration identify instructional materials for their programs. However, the bibiography should prove helpful to anyone seeking instructional materials for secondary vocational or career education courses. It provides 325 entries describing curricula, simulation explorations, reference sources, audio-visual materials and professional materials for educators.

CRITERIA FOR BIBLIOGRAPHY ENTRY SELECTION

The bibliography should not be considered as a comprehensive collection of items for the exploration phase of career development programs. It was developed after information had been gathered from a state-wide research project designed to ascertain the instructional and curricular needs of the individual Occupational Exploration Programs in Texas. (For a complete description of the project and the resulting data, refer to the project's final report: *Assessment of Occupational Exploration Programs and Materials*, Contract Number 11230048).

After the needs had been identified, the following criteria for item inclusion were used for entry selection:

- Items recommended specifically by teachers of Occupational Exploration;
- Items recommended by the project's advisory committee or staff;
- Items evaluated by the project's staff that were found to meet the instructional needs of Occupational Exploration Programs.

BIBLIOGRAPHY ORGANIZATION

The entries contained in the bibliography are organized into eleven major sections with each section further divided into three sub-sections. Ten of the sections represent ten of the fifteen career clusters established by the United States Office of Education, now Department of Education. It is these ten clusters that are served by the indiviudal Occupational Exploration Programs in Texas. The parameters for each cluster were determined by the occupations teachers reported they included in their individual programs.

CLUSTER SECTIONS

Business and Office
Communications and Media
Construction
Environment
Health
Hospitality and Recreation
Marketing and Distribution
Personal Services
Public Services
Transportation

The last section in the bibliography contains entries which are appropiate for instruction in all ten clusters. Also included in this general section are entries related to the professional development for teachers in areas such as sex equity, classroom management, strategies for the teaching of handicapped and disadvantaged, etc.

Each major section contains three sub-sections to assist in the location of specific items. These three sub-sections are Audio Visuals, Curricula and Simulations and Printed Materials.

SUB-SECTIONS

AUDIO-VISUALS: This section contains all those items requiring some type of mediation and are support materials for classroom instruction, i.e. transparencies, filmstrips, films, tapes, slides and multi-media kits.

CURRICULA AND SIMULATIONS: This section contains items designed to provide a framework or proposed guidelines for instruction. Some of the complete "packages" contain audio-visual materials, but the primary purpose of the items is instructional planning.

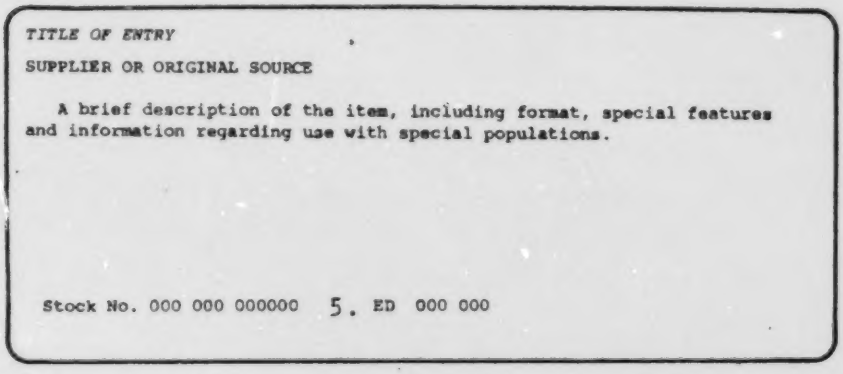
PRINTED MATERIALS: Items in this sub-section contain various

types of printed materials such as reference books, pamphlets, occupational information systems, posters, etc.

HOW TO READ INDIVIDUAL ENTRIES

A single format has been used for all entries, regardless of type, function or section. Information on specific costs were purposely excluded due to the rapid change in pricing. However, general costs are sometimes described if the item is either moderately priced or expensive.

SAMPLE ENTRY



1. TITLE OF ITEM: When requesting information from the supplier, be sure to use the entire title of the item
2. SUPPLIER OR ORIGINATOR: Information regarding how to order and pricing information should be requested from the supplier listed unless *AN ERIC NUMBER OR FEDERAL STOCK NUMBER IS ON THE ENTRY.* Items in ERIC should not be requested from the originator. A complete list of addresses for suppliers is located in Appendix A .
3. ITEM DESCRIPTION: A brief review of the item is given and contains pertinent information regarding type, function and format of the item. Items developed for special populations have been identified.
4. FEDERAL STOCK NUMBER: This number signifies that the item is to be ordered from the Government Printing Office. The number must accompany the order sent to the Superintendent of Documents. (See Appendix A)

5. ERIC NUMBER: This number signifies that the item can be ordered through the ERIC system and should not be ordered from the originator of the item. (See Appendix B)
6. ★: All entries that were specifically recommended by Occupational Exploration Teacher/s have been identified by a star in the lower left corner.

HOW TO PROCURE ITEMS

The materials in the bibliography have been gathered from many sources. To obtain them, the procedures as described should be followed.

COMMERCIAL SUPPLIERS

It is recommended that a sample copy or catalog description be reviewed before the purchasing of items listed in the bibliography to insure satisfaction. Many times a complete catalog requested from the supplier will have additional items of interest and will also offer purchasing information with up-to-date prices.

When requesting a catalog, specify the complete title of the item and the source of your infomration: *An Annotated Bibliography for Occupational Exploration Programs In The State of Texas.* This will help insure receiving the supplier's catalog containing the items desired. Many of the larger commercial firms publish a variety of catalogs. The addresses of commercial suppliers are found in Appendix A.

GOVERNMENT DOCUMENTS

Materials available from the United States Government Printing Office are denoted by a Federal Stock Number. They may be obtained from the Superintendent of Documents, Washington, D.C., 20402. However, orders cannot be "charged" through issuing a purchasing order through the school district's purchasing department. All orders must be prepaid.

To order materials from the Government Printing Office, send the name, Federal Stock Number and quantity of what you wish to order. They will supply an advanced billing called a *pro forma invoice*. This will allow the school district's purchasing department to complete a purchase order and pre-pay the items ordered.

Check with your purchasing officer in the school district for more information.

ERIC

ERIC, Educational Resources Information Center, is a national information system supported and operated by the National Institute of Education (NIE) to provide ready access to descriptions of exemplary programs, research and development efforts and related information that can be used in developing more effective education programs.

ERIC materials can be obtained on microfische or printed copies of microfische from the institutions or facilities listed in Appendix B. They have complete ERIC collections and most have the capibility of making full-sized copies of ERIC documents at ten to twenty-five cents per page. Contact the institution for specific information.

The most reasonable rates and best copies can be obtained from the ERIC Document Reproduction Service (EDRS).

MICROFICHE: Access to a microfiche reader is necessary. Ninety-six pages of text are reproduced on each 4" X 6" sheet of microfilm.

PAPER COPY: Paper copy varies in price according to how many sheets are ordered. Copies are reproduced on paper at the original size.

Because prices are based on the number of pages in the document, the only method of determining the number of pages is to locate the document in *Resources in Education* (RIE), an ERIC reference document. (Currently microfiche is $.91 per sheet and paper copy is $2.00 for twenty-five pages or less and $3.65 for twenty-six to fifty pages.)

If access to the RIE is not possible, a *pro forma invoice* can be obtained from the EDRS using the same procedures as described in the previous section on Government Documents.

Document orders should include the complete ED (ERIC document) number as given in the item description, the type of reproduction desired (paper copy or microfische) and the number of copies. An order form can be found in the back pages of every issue of the RIE. Refer to Appendix B for the complete address of the EDRS.

COMMENTS

Before ordering items, it is recommended that the Regional Service Center in your area be contacted. Many of the audio-visual materials and multi-media kits are available for loan to participating school districts. A complete listing of all Regional Service Centers is located in Appendix C.

Many materials can be obtained free or on loan from private corporations or public utilities. (See Appendix D). These companies are also excellent sources for resources speakers and/or field study tours.

The purpose of this bibliography is to help teachers locate and select the best curricular and instructional materials. We would appreciate any feedback in regards to your experience with this annotated bibliography.

OCCUPATIONAL ORIENTATION PROGRAM
Division of Occupational and Vocational Education
North Texas State University
Denton, Texas 76203

BUSINESS AND OFFICE

AUDIO-VISUALS

BIG DEAL GAME

COLE SUPPLY

This game allows students to practice percentage calculations as they move around the gameboard earning discounted prices or paying sales tax, income tax, rent or interest. Excellent for use with hand-held calculators, but works equally well with paper and pencil computation. Interest level is for grades 7-12 with an ability level of 4.5 to 5.5.

BUSINESS AND OFFICE EDUCATION SERIES

COLE SUPPLY

This series of transparencies, worksheets, and teacher's guide gives an overview of the first three stages of comprehensive data management within a modern office. Records management, data processing, and word processing are covered. The materials can be ordered as a set or separately.

CAREER EXPLORATION: Clerical Module

COLE SUPPLY

This multi-media kit contains 6 filmstrips, 3 cassettes, 50 student interest inventories and 2 teacher evaluation sheets. All occupations covered in this program are "demand jobs" such as file clerk, secretary, medical record technician, receptionist and clerk typist.

COMPUTERS

CAREERS, INC.

This tape gives a general overview of the social impact of computers, and presents an interview with an I.B.M. executive. Though it gives an extensive view of the employment available in the industry, it concentrates on those occupations accessible with four or more years of college.

FIRST JOBS

COLE SUPPLY

This multi-media program is designed to help students with little or no work experience learn how to get and keep an entry level job. The program is divided into two areas: Entering the First Job World and Five First Jobs. These 5 specific sources are:

Fast-food Restaurants
Office Work
Retail Stores
Supermarkets
Service Stations

The program is written at a 4.5 to 5.5 reading level.

MINDING YOUR OWN SMALL BUSINESS: Simulation Game I and II

ATHENA CORPORATION

The two games, "Starting a Business" and "Running A Business", are designed to be used during two semesters of Business and Office or Marketing and Distribution classes to help students discover the necessary roles of location selection, record keeping, marketing, and managerial decision making. Daily activities, teacher's instructions, and strategies, evaluations, and references are incorporated into thirty-five modules.

ED 134 824, 134 825
ED 134 826, 134 827

PROPER TELEPHONE TECHNIQUES

NATIONAL SCHOOL AND INDUSTRIAL CORPORATION

Two filmstrips with cassettes demonstrate how to handle telephone equipment, what to say to incoming callers, how to place out-going calls, how to screen calls, how to build sales and take messages effectively. Cassettes can be used for instruction independent of the filmstrips.

THE SECREATRY IN A CHANGING BUSINESS WORLD

CAREERS AIDS, INC.

This program is designed to stimulate interest in secretarial careers and familiarize students with office environments. Four cassette-filmstrips introduce the field and take a first-hand look at job activities, employment opportunities, tools of the trade and financial rewards. A teacher's guide is included.

★

CURRICULA AND SIMULATIONS

ALPHABETIC INDEXING

SOUTH-WESTERN PUBLISHING CO.

This text/workbook serves as an introduction to alphabetic filing systems. Its emphasis is on actual skill training and can be completed in 15 to 18 hours. A teacher's manual is available.

★

BANK RECONCILIATION PROJECTS

PITMAN LEARNING, INC.

This consumable text uses the interest a student may have in his or her own checking account to teach both the vocabulary and conventions of bank-generated checking account record keeping. Many arithmetic skills are reinforced as students reconcile and balance bank statements and checkbooks.

CASHIER ACCOUNTS RECEIVABLE CLERK EXPLORATION

PORTSMOUTH, VA, CITY SCHOOL BOARD

This project is a simulation exercise designed for 10th grade exploratory business and office students. It includes job descriptions, receipt writing, proving cash, customer accounts, preparing statements, schedule of accounts receivable, and pre/post tests and a glossary.

ED 114 685

CHECKER-CASHIER

SOUTH-WESTERN PUBLISHING CO.

This text-workbook teaches the efficient, accurate use of the cash register while emphasizing the importance of maintaining a favorable store image in the minds of customers. The touch system of cash register operation, with both full and ten-keyboards, is emphasized, with text materials and 29 drill-projects.

★

CLERICAL OFFICE TYPING

SOUTH-WESTERN PUBLISHING CO.

This textbook is designed to instruct typewriter keyboard mastery and to build stroking skill to a minimum of 25 *gwam*. Learning activities packages covering several typing tasks can be ordered to accompany the text. The entire program has been developed to provide self-instructional materials for slow learners and is designed as a one-year sequence.

★

CLERK-TYPIST EXPLORATION

PORTSMOUTH, VA, CITY SCHOOL BOARD

This simulation exercise is designed for 10th grade students in business exploration classes. It includes form letters, rough draft business correspondence, receipts, invoices, purchase requisitions, purchase orders, telephone manners and conventions, and a rating scale for telephone and public personality profiles. Pre/Post tests and glossary are included.

ED 114 687

COMPETENCY-BASED CURRICULUM: Pre-Vocational Business and Office

WEST VIRGINIA STATE VOCATIONAL CURRICULUM LABORATORY

This collection of competence-based activities introduces students to the usual activities of a large office. Secretarial, bookkeeping, reception, clerical, and computer operating skills are considered over two volumes. Pre/post-tests and teaching guides for each area are included.

ED 138 773

DECIMALS AND PERCENT

COLE SUPPLY

Students practice with real-life situations to build competency in using decimals and percent. Ten cassettes instruct and guide students through high interest activity booklets. It covers counting money and making change, multiplication and division of decimals, finding percent of a number and the application of percentages. There are 300 four-page activity booklets. (30 copies for each of 10 lessons).

DESIGN FOR A ONE SEMESTER CURRICULUM FOR EXPLORATORY BUSINESS

FINAL REPORT FROM PORTSMOUTH, VA, CITY SCHOOL BOARD

This curriculum for a 10th grade exploratory business course includes a course outline, objectives, teaching suggestions, bibliography, and a list of resources. Forms which may be conveniently adapted include student data sheets, career survey forms, and job simulations.

ED 114 684

DUPLICATING MACHINE PROCESSES

SOUTHWESTERN PUBLISHING COMPANY

The jobs presented in this book follow a learn-as-you-work approach in teaching students the techniques of duplication processes. Jobs include 11 stencil, 8 fluid, 6 offset and 2 photocopy. Each job presents a duplication project and gives sufficient instruction to complete it. Instruction takes approximately 25 to 30 hours for completion. A teacher's manual is also available.

★

ELECTRONIC DISPLAY CALCULATOR COURSE

SOUTH-WESTERN PUBLISHING CO.

This text/workbook provides instruction through the touch system similar to other office machines with 10-key keyboard. It is skill acquistion oriented and contains 6 achievement tests plus an arithmetic pretest and posttest. Students learn to list numbers rapidly and accurately, to complete advanced problems using the multiplication/division register and to complete problems using the memory register capacity of a display calculator. Therefore, equipment is necessary. A teacher's manual is available.

★

EXPLORATORY BUSINESS: OFFICE, MARKETING, ACCOUNTING, AND DATA PROCESSING, AND STENOGRAPHIC OCCUPATIONS

MCGRAW HILL

This "activity-oriented" text introduces students to the four clerical occupations which currently have the highest opportunities for employment. Students read a brief summary of the skills and responsibilites of the job, then complete exercises that will permit them to simulate the actual performance of the job.

★

EXPLORING BUSINESS CAREERS: Grade 9

MONTGOMERY COUNTY PUBLIC SCHOOLS, ROCKVILLE, MD

This curriculum package was designed for a one-year career exploration program for Maryland 9th grades. The curriculum is divided into seven units: Business management, data processing, general clerical, merchandising, stenography, and typewriting. Tests, field activities, progress report forms, student activities, and supplementary material are included.

ED 106 515

★

EXPLORING CLERICAL CAREERS

SOUTH-WESTERN PUBLISHING CO.

The text/workbook introduces students to the world of work in clerical careers. It is 148 pages in length and can be completed in 20 to 25 clock hours. It is illustrated and designed for hands-on exploration. A teacher's manual can be ordered.

★

EXPLORING SECRETARIAL CAREERS

SOUTH-WESTERN PUBLISHING CO.

This text/workbook is designed as an introduction to careers in the secretarial field. It is nontechnical and easy to read. Covering 20 to 25 hours of instructional time, the workbook enables students to explore various secretarial career opportunites. A teacher's manual is available.

★

EXPLORING SERVICE CAREERS

SOUTH-WESTERN PUBLISHING COMPANY

This text/workbook is well illustrated and designed to introduce students in 20-25 clock hours to service careers in business. It provides career exploration information and activities in areas such as travel agent, bank teller, service station attendant or manager. Not all occupations covered are from the Business and Office Cluster. A teacher's manual can be ordered.

★

FILING PRACTICE WORKBOOK

PITMAN LEARNING, INC.

This consumable book introduces students to filing by alphabetic, geographic, numeric, and a zip code systems. Each rule is reinforced with a page of eighteen consumable slips of paper which students, when learning the rule, will file correctly. The instruction language is junior high level.

HOW TO USE ADDING AND CALCULATING MACHINES

MCGRAW HILL

This consumable workbook instructs and gives examples for students who understand normal consumer math problems and wish to learn how to set them up and solve them on a modern electronic calculator. The book goes from simple addition to compound interest, payroll commissions, and discounts. Regular tests are included through the program.

★

NINE TO FIVE AT THE BUSINESS OFFICE

MCGRAW-HILL

This series provides simulated office tasks for students to accomplish in three general areas: Clerical, secretarial, and accounting/data processing. Students receive task assignments in random order, with opportunities both to demonstrate mechanical skills and to make choices and decisions based on their general knowledge of their field. The set may conveniently be used with Morrison's The Business Office, or by itself.

NUMBER FILING ON THE JOB

SOUTHWESTERN PUBLISHING COMPANY

This self-teaching text/workbook is 112 pages in length and written at a low reading level, making it a good instructional tool for less able students. It is a complete vocational unit designed to supplement an existing instructional program. It provides needed material in number handling skills and in number filing systems. Students check and evaluate their own work and proceed at their own pace. A teacher's manual is available.

★

OFFICE MACHINES COURSE

SOUTH-WESTERN PUBLISHING CO.

This text/workbook is composed of 6 parts and 62 jobs. The 6 parts cover the following office machines: electronic printing calculator (15 jobs), electronic display calculator (15 jobs), ten-key adding-listing machine (10 jobs), duplicating (3 stencil jobs, 3 fluid jobs, and 2 offset jobs), and machine transcription (4 jobs). The emphasis is on skill development and requires approximately 60-70 hours for completion. A teacher's edition is available.

★

PROJECTS IN CLERICAL RECORD KEEPING

SOUTH-WESTERN PUBLISHING COMPANY

This text/workbook set contains complete instructions for record-keeping projects for six simulated business situations. Posting and calculating accounts, bank and billing statements, payroll documents, sales taxes, markups, and periodic summaries all are included. The activities are available separately and teachers have recommended Retail Store, Payroll, and Cash Records sections.

★

RETAIL SALES CLERK EXPLORATION

PORTSMOUTH, VIRGINIA CITY SCHOOL BOARD

This simulation exercise is designed for 10th grade business and office exploration students. It includes job instructions, stock records, reordering goods, sales slips, coding prices, and pre/post-tests and a glossary.

ED 114 686

STANDARD PAYROLL PROJECT

PITMAN LEARNING

This kit provides updated sets of forms and information to permit a student to prepare payrolls and the associated reports for four pay periods in an 18-employee company that pays salary, wage, and piece-work scales.

★

TYPING 300

GREGG/MCGRAW HILL

This traditional, two-year Gregg typing program has both student-issued text books and support materials for students and teachers to take a class through basic vocational office typing. Support material includes letter guides, working papers, keyboard orientation and timing drills on cassette tape, and helping transparencies.

★

YOU ARE A DATA PROCESSOR

SOUTH-WESTERN PUBLISHING CO.

This text/workbook is easy-to-read, nontechnical and illustrated, making it ideal for low-level instruction. It teaches data processing concepts through the use of the punched card. A teacher's manual can be ordered.

★

PRINTED MATERIALS

ALL ABOUT DATA PROCESSING

J. WESTON WALCH, PUBLISHER, 1978

This illustrated book introduces students to data processing and its place within business and the larger society. It describes most phases of modern data processing practice, but centers on key-punching, sorting cards and equipment. It is written at a 10th grade reading level.

ART TYPING

PITMAN LEARNING, INC.

This brief booklet presents ways to design signs, cartoons, and doodles by repeatedly typing letters to form larger images. Many applications to areas of interest to junior high school students are included.

BLUE JEANS

JULIAN MESSNER

This middle-school-level book introduces the progress of a growing business in the American free enterprise system through a study of the Levi Strauss clothing company. It traces its beginnings in the California gold fields to the present. Each of the elements in the manufacturing and distribution chain, and the kinds of people employed throughout, are featured.

CLERICAL JOBS AND YOUR CAREER

UNITED STATES GOVERNMENT PRINTING OFFICE

This free pamphlet is one in a series to the Occupational Outlook Handbook. It presents a brief overview of careers in clerical sciences. The pamphlets may be used to introduce students to the appropriate sections of the Handbook.

★

EXPLORING DATA PROCESSING CAREERS

SOUTHWESTERN PUBLISHING COMPANY

This text/workbook is an easy-to-read introduction to careers in data processing in approximately 20 to 25 clock hours. It is well-illustrated and provides students with an opportunity to read about and explore various career opportunities in data processing. No data processing equipment is necessary for instruction. A teacher's manual is available.

★

THE JOB BOX: Pacemaker Vocational Resource

PITMAN LEARNING, INC.

This low reading level, high interest collection of seventy books describes, in pictures and language on a 2.7 grade level, seventy jobs, five of which fall within the business and office cluster. The collection can be used for pre-vocational experience or as an occasional counseling tool as students progress through vocational education programs to permit them to refine their career goals.

JOB OUTLOOK FOR THE 1980's: Business and Office

ADVISORY COUNCIL FOR TECHNICAL-VOCATIONAL EDUCATION

Based on information gathered at the 1980 statewide conference, "Business and Industry Speak; Education Listens," this free brochure provides up-to-date information regarding employment opportunities in Texas for this cluster. The straight forward approach provides valuable information for students to use in making career decisions. Order directly by title. No catalog is available.

OPPORTUNITIES IN ELECTRONIC DATA PROCESSING

VOCATIONAL GUIDANCE MANUALS CAREER HORIZONS, 1972

This book describes the history and place of EDP in the business and scientific communities. It lists the common types of employment in the field, from clerical to supervisory and describes the personality, education, and opportunities associated with each. Written on a 10th grade level, it also lists types and places of training and sources of likely entry-level employment. It may be purchased alone, or as part of the eight-volume "Science and Technology Careers Library."

★

OPPORTUNITIES IN OFFICE OCCUPATIONS

VOCATIONAL GUIDANCE MANUALS CAREER HORIZONS

This book offers a futuristic survey of office occupations and predicts profitable careers for clerical workers with specialized skills that are suited to offices in which routine is accomplished by machine. The case for being familiar with, if not skilled with, computers and automated business machines is made. The book lists varieties of occupations in this area with the requisite education, opportunities for employment and advancement, and salary.

TEXAS VIEW: Business and Office Cluster Book

REGION XIX EDUCATIONAL SERVICE CENTER

This up-to-date reference source provides practical information that is useful in assisting students with present and long range goals. Written on approximately seventh grade reading level, occupational information is given on job duties, requirements and qualifications, special entry requirements, salary, economic returns, etc. All this information is based on statistics for the State of Texas and reports the information on a regional basis. The "outline" format makes this a very good source for quick reference. Special Needs Viewscripts can also be ordered for those with reading problems.

VOCATIONAL BIOGRAPHIES: Business and Office Careers

VOCATIONAL BIOGRAPHIES, INC.

This volume of approximately 125 biographies focuses on peoples' career progress through life. Thus, the career is presented as a lifelong process of personal choices and adjustments. Each biography examines recommended high school courses and activities, post high school education alternatives and job progression from high school to the present. The main portion of the biography details responsibilities and problems faced on the job. The entire volume can be ordered or individual occupations can be ordered at a minimal cost.

★

COMMUNICATIONS AND MEDIA

AUDIO-VISUALS

CAREER EXPLORATION: Graphic Services Modules

COLE SUPPLY

This multi-media kit contains 6 filmstrips, 3 cassettes, 50 student interest inventories and 2 teacher evaluation sheets. All occupations covered in this program are "demand jobs" such as drafting, illustrator, commercial photographer, advertising/production artist and silk screener.

CAREER EXPLORATION: Printing Module

COLE SUPPLY

This multi-media kit contains 6 filmstrips, 3 cassettes, 50 student interest inventories and 2 teacher evaluation sheets. All occupations covered in this program are "demand jobs" such as photoengraver, press operator, graphic arts photographer, typesetter and stripper/platemaker.

COMMUNICATION IS POWER: MASS MEDIA AND MASS PERSUASION

THE CENTER FOR HUMANITIES, INC.

This three-unit program is designed to help students understand both advertising and programming attempts to sway their opinions. A student-activity workbook can be used along with, in advance of, and following the showing of the tape. The units are "The Language of Advertising," "Violence and the Media," and "Politics and the Media." The program contains 238 slides, 3 cassettes and LP records, a teachers guide, library processing kit, and a desk copy of student activity book. More than $150.

CURRICULA AND SIMULATIONS

CAREER EXPLORATION: Curriculum Supplement for Grades 9-10

OHIO STATE UNIVERSITY

This material, though somewhat dated, provides valuable information and suggestions for two areas within the communications cluster: Photography and advertising. Many of the activities suggested include ways to involve students' other classes into the career exploration process.

EXPLORING CAREERS IN GRAPHIC REPRODUCTION AND PRINTING OCCUPATIONS

CINCINNATI, OHIO, PUBLIC SCHOOLS

This comprehensive teaching guide will introduce 9th and 10th grade students to careers in photography and visual-based advertising media. The program includes exploration of design layout, composition, photoconversion, image carrier, image transfer, finishing, economics, organization, and paper making. The program includes curricula, student activity guides resource lists, and references for further teaching or individual student activities.

ED 106 581

EXPLORING CAREERS IN INTERNATIONAL TRADE AND COMMUNICATION

CINCINNATI, OHIO, PUBLIC SCHOOLS

This comprehensive teaching guide introduces 9th and 10th grade students to careers involving travel to or communication with other countries. Occupations treated include foreign language careers, translating and interpreting, foreign service, teaching foreign languages, airline services, customs and immigration, and travel agents. The program includes curricula, student activity guides, resource lists, and references for further teaching or individual student activities.

ED 106 586

EXPLORING CAREERS IN JOURNALISM

CINCINNATI, OHIO PUBLIC SCHOOLS

This comprehensive teaching guide introduces 9th and 10th grade students to the careers available in newswriting by presenting newspaper simulations. Students will learn how the newspaper works as a whole and will likewise gain experience in the following occupations: Reporter, copyreader, copywriter, feature writer, columnist, special editor, and editor-in-chief. The program includes curricula, student activity guides, resource lists, and references for further teaching or individual student study.

ED 106 591

EXPLORING CAREERS IN PHOTOGRAPHY

CINCINNATI, OHIO PUBLIC SCHOOLS

This comprehensive teaching guide introduces 9th and 10th grade students to careers in the fields of commercial photography and darkroom technology. Students work projects such as constructing and using pin-hole cameras and darkroom boxes while learning skills related to film evaluation and exploring the occupational possibilities that may come from an interest in photography. Includes curricula, student activity guides, resource lists, and references for further teaching or individual student activities.

ED 106 578

EXPLORING CAREERS IN RADIO AND T-V PROGRAM PRODUCTION

CINCINNATI, OHIO, PUBLIC SCHOOLS

This comprehensive teaching guide introduces 9th and 10th grade students to careers in radio and television broadcasting. It is designed around a simulation exercise for both radio and television shows. The radio production includes roles for writer-reporter, announcers, technicians, public relations workers, directors and producers. The television show is for writers, announcers, actors, public relations and sales persons, technicians, executives, and craftsmen.

ED 106 583

EXPLORING CAREERS IN VISUAL ADVERTISING SERVICE

CINCINNATI, OHIO PUBLIC SCHOOLS

This comprehensive teaching guide introduces 9th and 10th grade students to careers in the fields of graphic design and media arts. Occupations covered include display artist, cover designer, illustrator, product manager, art director, sign writer, delineator, sign painter, and air brush artist. The guide includes curricula, student activity guide resource lists, and reference for further teaching or individual student activities.

ED 106 580

GRAPHIC COMMUNICATIONS: Curriculum Guide

NORTH DAKOTA STATE BOARD FOR VOCATIONAL EDUCATION

This one semester career exploration program for junior high students draws on their experience in industrial arts to develop awareness of drafting and graphic arts industries and to develop insight into the economic, social, and recreational aspects of visual communication in a changing society. The course is divided into communications methods, freehand, instruments, design, image generation, pre-production, production, bindery, and an outline of career ladders.

ED 147 461

INTRODUCTION TO COMMUNICATIONS CAREERS

McKNIGHT PUBLISHING COMPANY

Students work through this activity kit by planning, producing, and presenting a five-minute radio program, complete with sound effects, announcer, and a commercial announcement. In the process, they will be exposed to planning, writing, production, and business-related aspects of the media of electronic communications. Assistance in developing listening skills is also provided. This includes text-activity manual, a teachers guide, filmstrip/cassette, sound effects records, 12 sender-receiver games, and achievement tests.

NEWSPAPER REPORTER: Occupational Simulation Kit

SAN JUAN BASIN VO-TECH SCHOOL, CORTEZ COLORADO

This curriculum is based on a job-task analysis of reporters. It is designed to present students with accurate descriptions of the occupation. This booklet is based on a design called Career Education Process of Attitude Change (CEPAC) and is particularly suited to small and rural schools.

ED 142 736

PHOTOGRAPHY: OCCUPATIONAL SIMULATION KIT

SAN JUAN BASIN AREA VOCATIONAL SCHOOL, CORTEZ, COLORADO

This curriculum is based on a job-task analysis of commercial photographers and is designed to present students with accurate descriptions of the occupation. This booklet is based on a design called Career Education Process of Attitude Change (CEPAC) and is particularly well suited to small and rural schools.

ED 142 735

PRINTED MATERIALS

CAREER DIAL

CAREER AIDS, INC.

This device gives students valuable information on 10 specific occupations within the industry. Each listing provides a job description, required education or training, advancement possibilities, earnings to be expected and names and addresses to contact for more information. It is reasonably priced and written at 4.5 to 5.5 reading level.

EXPLORING THEATER AND MEDIA CAREERS

UNITED STATES GOVERNMENT PRINTING OFFICE

This guidebook is designed for students who wish to explore occupational opportunities related to the production of commercials. The areas covered include performing careers, commercial writing, production, business and management of commercial agencies, media arts education, and media arts criticism.

Stock No. 017 080 016401 ED 137 613

EXPLORING VISUAL ARTS AND CRAFTS CAREERS

UNITED STATES GOVERNMENT PRINTING OFFICE

This guidebook is designed specifically for junior high school students with backgrounds or interests in graphic or plastic arts and who are trying to explore the occupational avenues related with commercial arts and crafts. Information centers in visual communication, product design, environmental design, fine arts, crafts, art education, and arts management and business.

Stock No. 017 080 016419 ED 137 609

JOB OUTLOOK FOR THE 1980's: Communications and Media

ADVISORY COUNCIL FOR TECHNICAL-VOCATIONAL EDUCATION

Based on information gathered at the 1980 statewide conference, "Business and Industry Speak; Education Listens", this free brochure provides up-to-date information regarding employment opportunities in Texas for this cluster. The straight forward approach provides valuable information for students to use in making career decisions. Order directly by title. No catalog is available.

OPPORTUNITIES IN BROADCASTING

VOCATIONAL GUIDANCE MANUALS CAREER HORIZONS

This book, an introduction to radio and television broadcasting, offers particular help to persons wanting to find out the expanding roles of minorities and women in these fields. It discusses training requirement on-the-job training, and working conditions. It is written at a tenth grade level and may be too advanced for students with reading difficulties.

OPPORTUNITIES IN JOURNALISM

VOCATIONAL GUIDANCE MANUALS CAREER HORIZONS

This book describes the jobs available in the editorial areas of newspapers and the differences among types of occupations and types of newspapers. It describes the preparation necessary for various kinds of employment, and mentions the non-editorial areas of newspaper employment, such as sales or production and other careers that experience in journalism may lead.

OPPORTUNITIES IN PUBLISHING CAREERS

VOCATIONAL GUIDANCE MANUALS CAREER HORIZONS

The book describes the wide variety of publishing companies and the large number of occupations employed by them. Discussions of usual education, employment opportunities, salary, and chances for advancement are included.

OPPORTUNITIES IN TECHNICAL WRITING TODAY

VOCATIONAL GUIDANCE MANUALS CAREER HORIZONS

This book introduces the students to the expanding field of technical writing, its history, condition, and growth. The usual methods of education, employment opportunities, variety of specialties within the general field, and professional organizations are covered.

TEXAS VIEW: Communications and Media Cluster Book

REGION XIX EDUCATIONAL SERVICE CENTER

This up-to-date reference source provides practical information which is useful in assisting students with present and long range goals. Written on approximately seventh grade reading level, occupational information is given on job duties, requirements and qualifications, special entry requirements, salary, economic returns, etc. All this information is based on statistics for the State of Texas and reports the information on a regional basis. The "outline" format makes this a very good source for quick reference. Special Needs Viewscripts can also be ordered for those with reading problems.

VOCATIONAL BIOGRAPHIES: Communications and Media Careers

VOCATIONAL BIOGRAPHIES, INC.

This volume of approximately 70 biographies focuses on peoples' career progress through life. Thus, the career is presented as a lifelong process of personal choices and adjustments. Each biography examines recommended high school courses and activities, post high school education alternatives and job progression from high school to the present. The main portion of the biography details responsibilities and problems faced on the job. The entire volume can be ordered or individual occupations can be ordered at a minimal cost.

WORKING WITH WORDS: Careers for Writers

WESTMINSTER PRESS

This book offers a comprehensive treatment of commercial writing. It is divided according to the type of publication, such as: Technical writing, newspapers, trade magazines, etc. Each section discusses the types of writers employed, the likely salary and chances for advancement, and the requisite or preferred education for particular occupation.

CONSTRUCTION

AUDIO-VISUALS

CAREER EXPLORATION: Building Trades Module

COLE SUPPLY

This multi-media kit contains 6 filmstrips, 3 cassettes, 50 student interest inventories and 2 teacher evaluation sheets. All occupations covered in this program are "demand jobs" such as plumbing and heating specialist, carpenter, electrician, painter/paper hanger and brickmason.

CAREER EXPLORATION: Metal Working

COLE SUPPLY

This multi-media kit contains 6 filmstrips, 3 cassettes, 50 student interest inventories and 2 teacher evaluation sheets. All occupations covered in this program are "demand jobs" such as welder, electroplater, sheet metal worker, foundry worker and machinist.

ELECTRICAL SAFETY IN THE SHOP

VOCATIONAL FILMSTRIP COMPANY

This filmstrip presents the ways that usual electrical accidents in school or industrial shops may be avoided through an understanding of the normal behavior of electricity. The safety procedures presented are based on OSHA guidelines and standards. The filmstrip is 65 frames in length.

★

GENERAL SHOP SAFETY

VOCATIONAL FILMSTRIP COMPANY

This filmstrip introduces students to the usual safety practices of commercial or school shops. It includes personal safety equipment, chemical and plastic hazards, color codes, and housecleaning. The filmstrip is 52 frames in length.

★

MAKING IT IN CONSTRUCTION

CAREER AIDS, INC.

This filmstrip with cassette tells who the workers are, the kinds of training available, and the ways of exploring the field through high-school part-time, summer, and volunteer jobs. It contains 2 filmstrips, 2 cassettes, and a teacher's guide. Priced under $100.

SHOP AND HOME SAFETY

COLE SUPPLY

These introductions to aspects of shop safety are designed to fit comfortably into either industrial arts or beginning construction trade classes, using commonly-encountered tools and situations to demonstrate general rules of safety and responsibility. Each of the four sets contains transparencies, duplicating masters, and teachers guides. The titles, "Personal Safety", "Using Hand Tools I & II", and "Using Power Tools" are sold individually or as a set.

CURRICULA AND SIMULATIONS

CAREERS IN CONSTRUCTION, BUILDING MAINTENANCE, AND ALLIED OCCUPATIONS

DADE COUNTY PUBLIC SCHOOLS, MIAMI, FLORIDA

This is a one-year curriculum outline for career exploration which includes handouts, building plans and diagrams, pre and post tests, resource lists, and bibliography. It includes information about the occupation areas of carpentry, plumbing maintenance, electrical maintenance, trowel trades, painting and decorating, and occupational safety.

ED 117 549

★

CAREERS IN CONSTRUCTION: Construction Industry Series

UNITED STATES GOVERNMENT PRINTING OFFICE

This program assists construction trades teachers to run career exploration courses covering the following areas: Wood, finishing, engineering, support, and management, metal, electricity, masonry, and heavy equipment. Developed by the Texas Education Agency, Department of Education and Technology.

Stock No. 017-080-01405-7
Instruc. 017-080-01414-9

EXPLORING CAREERS IN BUILDING AND PLANT MAINTENANCE

CINCINNATI, OHIO, PUBLIC SCHOOLS

This comprehensive teaching guide introduces 9th and 10th graders to careers in areas of business related to maintenance and repair of commercial and public buildings. Areas covered include building frames, electrical systems, heat and cooling systems, enclosed exterior and interior walls, and maintaining outdoor and indoor surfaces. The program includes curricula, student activity guides, resource lists, and reference for further study.

ED 106 589

EXPLORING THE CONSTRUCTION INDUSTRY

McKNIGHT PUBLISHING COMPANY

This comprehensive program provides text, teacher's guide, audio-visual materials, and other teaching devices for a one semester introduction to the construction industry for junior or senior high school students. Based on the concepts identified by the Industrial Arts Curriculum Project, the program combines reading and hands-on activities, and actual construction with contracting and sales information. The set includes student text, student workbooks, 12 filmstrip/cassette sets, wall charts, role-playing games, and map kits. Hands-on activities are designed to use the equipment usually found in a secondary school industrial arts shop.

★

I CAN BE A CARPENTER'S HELPER
I CAN BE A BRICK MASON'S HELPER
I CAN BE A PLUMBER'S HELPER

CLASSROOM WORLD PRODUCTIONS

This student program kit for EMR students is available as an audio program or sound filmstrip program. Written by experienced specialists in special education, the program emphasizes a career or job with dignity with a realistic approach to the world of work.

THE WORLD OF CONSTRUCTION

McKNIGHT PUBLISHING COMPANY

This one-year program is designed to introduce students to the construction industry in fashions that will enhance the students' abilities and understanding as either professionals in or consumers of the industry. The 185 assignments are divided into three general areas: The managed personnel-production system of construction, housing construction practices, and city and regional planning practices. Based on material produced by the Industrial Arts Curriculum Project, "The World of Construction" includes a text book, a laboratory manual, teacher's guide, 10 achievement tests, 5 filmstrips, and 90 transparencies. The entire program is designed to be used without access to high school shop equipment.

★

PRINTED MATERIALS

CAREER DIAL

CAREER AIDS, INC.

This device gives students valuable information on 10 specific occupations within the industry. Each listing provides a job description, required education or training, advancement possibilities, earnings to be expected and names and addresses to contact for more information. It is reasonably priced and written at 4.5 to 5.5 reading level.

THE JOB BOX: PACEMAKER VOCATIONAL RESOURCE

PITMAN LEARNING, INC.

This low reading level, high interest collection of seventy books describes, in pictures and reading on a grade 2.7 level, seventy jobs, eleven within the general field of construction. The collection can be used for pre-vocational experience, or as an occasional counseling tool as students progress through vocational education programs to permit them to refine their career goals.

JOB OUTLOOK FOR THE 1980's: Construction

ADVISORY COUNCIL FOR TECHNICAL-VOCATIONAL EDUCATION

Based on information gathered at the 1980 statewide conference, "Business and Industry Speak; Education Listens", this free brochure provides up-to-date information regarding employment opportunities in Texas for this cluster. The straight forward approach provides valuable information for students to use in making career decisions. Order directly by title. No catalog is available.

JOB TIPS

PITMAN EDUCATION

These brief booklets use low-level language and photographs to illustrate one job per book within the construction and other clusters. The entire set contains descriptions of 40 jobs, including these in the constuction cluster: Carpenter's, plumber's, painter's and cement mason's helpers; assistant electrician; bricklayer; heavy equipment operator; and roofing worker.

OPPORTUNITIES IN BUILDING CONSTRUCTION TRADES

VOCATIONAL GUIDANCE MANUALS CAREER HORIZONS

This book provides an overview of the construction industry and both untrained and specialized skills employed therein. Training and working conditions are discussed, and an overview of the contractors and builders roles, and the place of both union and non-union labor, are discussed. Reading level is approximately 10th grade.

OPPORTUNITIES IN CARPENTRY CAREERS

VOCATIONAL GUIDANCE MANUALS CAREER HORIZONS

This book describes the training, progression and employment opportunities in general and specialized carpentry fields (cabinet maker, mill wright, etc.). It emphasizes the roles of junior and senior high school shop and vocational classes in preparation for the career, and mentions the function and location of apprenticeship programs. Includes national list of approved apprentice programs. Tenth grade reading level.

OPPORTUNITIES IN DRAFTING TODAY

VOCATIONAL GUIDANCE MANUALS CAREER HORIZONS

This book presents, on a high school level, the current condition of the drafting profession. It centers on the kinds of preparation for a drafting occupation people may undertake, and the availability of jobs for graduates of public and private trade schools, universities, and apprenticeship programs. Sources of financial aid and a list of schools and apprenticeship programs are included.

OPPORTUNITIES IN ELECTRICAL TRADES

VOCATIONAL GUIDANCE MANUALS CAREER HORIZONS

Electricians and allied technicians are discussed in this comprehensive book. It talks about construction and maintenance electrical contracting as well as motor repairmen, electrical sign, and marine electrician fields. Sources for training or apprenticeship, advancement and wages, and appropriate unions and organizations are listed. Contains 141 pages.

TEXAS VIEW: Construction Cluster Book

REGION XIX EDUCATIONAL SERVICE CENTER

This up-to-date reference source provides practical information which is useful in assisting students with present and long range goals. Written on approximately seventh grade reading level, occupational information is given on job duties, requirements and qualifications, special entry requirements, salary, economic returns, etc. All this information is based on statistics for the State of Texas and reports the information on a regional basis. The "outline" format makes this a very good source for quick reference. Special Needs Viewscripts can also be ordered for those with reading problems.

YOU CAN BE A CARPENTER

LOTHROP, LEE AND SHEPARD COMPANY

This book outlines the tools and working conditions of carpenters in terms easily understood by junior high readers. Written in easy, large print language, the book is generously illustrated and designed to appeal to students wondering which public school courses to take to prepare them for the occupation. Mention is made of the opportunities emerging for women in the field.

YOU CAN BE AN ELECTRICIAN

LOTHROP, LEE AND SHEPARD COMPANY

This book outlines the tools and working conditions of electricians in terms, reading level, and presentation for junior high or high school students trying to determine which public school courses to take in preparation for the trade. Special emphasis is given to the growing opportunities for women in electrician's work.

YOU CAN BE A PLUMBER

LOTHROP, LEE AND SHEPARD COMPANY

This book outlines the tools and working conditions of plumbers in terms, reading level, and presentation for junior high or high school students trying to determine which public school courses to take in preparation for the trade. Mention is made of the opportunities emerging for the women in the field.

VOCATIONAL BIOGRAPHIES: Construction Careers

VOCATIONAL BIOGRAPHIES, INC.

This volume of approximately 60 biographies focuses on peoples' career progress through life. Thus, the career is presented as a lifelong process of personal choices and adjustments. Each biography examines recommended high school courses and activities, post high school education alternatives and job progression from high school to the present. The main portion of the biography details responsibilities and problems faced on the job. The entire volume can be ordered or individual occupations can be ordered at a minimal cost.

★

ENVIRONMENT

AUDIO-VISUALS

THE BURNING QUESTION: Willamette Valley, Oregon

BERGWALL PRODUCTION, INC.

This three-part presentation traces the causes, problems, and necessity related to permissive agricultural burning in rural Oregon. The series combines instruction in the economic and agricultural questions involved with burning and provides assistance in understanding the political questions that favor or oppose burning bans. The presentation contains 3 filmstrips, 3 cassettes and is priced under $100.

CAREER EXPLORATION: Occupations in Ecology Module

COLE SUPPLY

This multi-media kit contains 6 filmstrips, 3 cassettes, 50 student interest inventories and 2 teacher evaluation sheets. All occupations covered in this program are "demand jobs" such as water plant operator, plus technician jobs of soil conservation, food processing, sanitation and forestry.

CAREERS RELATED TO SCIENCE

DENOYER - GEPPERT

The program is designed for grades 9-14 and includes 3 filmstrips and cassettes plus teacher's guide. Parts I and II concentrate on jobs that may be entered into from high school or which may require post high school vocational training or at least two years of college. Part III concentrates on jobs that require 4 years of college or a post-graduate degree. The kit is moderately priced.

MAKING IT IN ENVIRONMENTAL SCIENCE

CAREER AIDS, INC.

This filmstrip tells who the employees are, what kinds of training are available, and the ways to explore the field of environmental science through high school part-time, summer and volunteer jobs. It contains 2 filmstrips, 2 cassettes, teacher's guide and is priced less than $100.

WATER CRISIS: Suffolk County, N.Y.

BERGWALL PRODUCTIONS, INC.

This step by step case study of one county's water problem illustrates the kinds of work environmentalists and environmental technicians do in relation to an urban sanitary system. "The Past" outlines the history of Suffolk County, its population and long inadequate water supply. "The Present" talks about the detergent caused pollution of the water supply and the problems it made more pressing. "The Future" shows the ways that the present problem may be addressed. Three tapes and slide sets are priced less than $100.

CURRICULA AND SIMULATIONS

CAREER UNIT: Careers in the Environment

SAN JUAN AREA VO-TECH SCHOOL, CORTEZ, COLORADO

This field-experience outline presents 33 jobs that are currently to be found in the environmental cluster. It provides tasks for students, for each of twelve environmental jobs, and includes forms for evaluation of student learning and information for their employment. A two acre field of land is necessary for the explorations.

ED 142 738

EXPLORING CAREERS IN ENVIRONMENTAL PROTECTION

CINCINNATI, OHIO PUBLIC SCHOOLS

This comprehensive teaching guide introduces 9th and 10th grade students to careers in seven general areas of the environmental protection occupational cluster. Those covered are noise pollution control, water pollution control, solid waste disposal, air pollution control, fool contamination control, radiation and decontamination control, and park & recreation land management. The guide includes curricula, student activity guides, resource lists, and references for further teaching or individual student activities.

ED 106 575

EXPLORING CAREERS IN ORNAMENTAL HORTICULTURE

CINCINNATI, OHIO, PUBLIC SCHOOLS

This comprehensive teaching guide introduces 9th and 10th grade students to the kinds of employment within ornamental horticulture. Though designed specifically for students within the agribusiness cluster, this curriculum can be valuable to personal services students exploring employment as gardeners, groundskeepers, and in similar occupations. The program includes curricula, student activity guides, resource lists, and references for further teaching or individual student activities.

ED 106 582

PRINTED MATERIALS

CAREER DIAL

CAREER AIDS, INC.

This device gives students valuable information on 10 specific occupations within the industry. Each listing provides a job description, required education or training, advancement possibilities, earnings to be expected and names and addresses to contact for more information. It is reasonably priced and written at 4.5 to 5.5 reading level.

CAREERS IN ENVIRONMENTAL PROTECTION

VOCATIONAL GUIDANCE MANUALS CAREER HORIZONS

Divided into two parts--"The Challenges" and "The Careers"-- this text introduces students to the conditions which necessitate environmental protection, then outlines the careers that will address these conditions. In addition to descriptions of engineering and life-science professions, the text describes careers in the field that do not require a college degree.

THE ENDLESS CHAIN OF NATURE: Experiment at Hubbard Brook

WESTMINSTER PRESS

By examining research in an "experimental forest", this book describes the way that each element of nature works together within an eco-system. It also tells the way a team of scientists, foresters, and students work together to study the system. It provides an introduction into ecology by introducing students to the ways in which ecologists work.

JOB OUTLOOK FOR THE 1980's: Environment/Energy

ADVISORY COUNCIL FOR TECHNICAL-VOCATIONAL EDUCATION

Based on information gathered at the 1980 statewide conference, "Business and Industry Speak; Education Listens", this free brochure provides up-to-date information regarding employment opportunities in Texas for this cluster. The straight forward approach provides valuable information for students to use in making career decisions. Order directly by title. No catalog is available.

OPPORTUNITIES IN THE CHEMICAL SCIENCES

VOCATIONAL GUIDANCE MANUALS CAREER HORIZONS

This handbook describes careers in pure, applied, and educational chemistry. It traces employment opportunities, personal and educational requirements, and working environments related to chemistry employment. It is useful for students reading on the 10th grade level who intend college-level preparation for their careers.

TECHNICIAN EDUCATION YEARBOOK

PRAKKEN PUBLICATIONS, INC.

This guidebook offers information on current opportunities and problems in the fields of technical employment. It includes quidelines and topics for discussion, lists of post-secondary schools, bibliographies, and legislation information. Written on a 12th grade level, the volume would be useful as a reference or handbook for class work.

TEXAS VIEW: Environmental Technology Cluster Book

REGION XIX EDUCATION SERVICE CENTER

This up-to-date reference source provides practical information which is useful in assisting students to define or refine their present and long-range occupational goals. Written on a seventh grade reading level, it provides information about job duties, requirements and qualifications, special entry requirements, salaries, prerequisites, etc. All the information is based on statistics for Texas, and is ordered on a regional basis. The "outline" format makes this a very good source for quick reference. Special Needs Viewscripts can also be ordered for those with reading problems.

VOCATIONAL BIOGRAPHIES: Environment and Natural Resources Careers

VOCATIONAL BIOGRAPHIES, INC.

This volume of approximately 80 biographies focuses on peoples' career progress through life. Thus, the career is presented as a lifelong process of personal choices and adjustments. Each biography examines recommended high school courses and activities, post high school education alternatives and job progression from high school to the present. The main portion of the biography details responsibilities and problems faced on the job. The entire volume can be ordered or individual occupations can be ordered at a minimal cost.

HEALTH

AUDIO-VISUALS

CAREER EXPLORATION: Health Modules I and II

COLE SUPPLY

This multi-media kit contains 6 filmstrips, 3 cassettes, 50 student interest inventories and 2 teacher evaluation sheets. All occupations covered in this program are "demand jobs". The occupations covered in Module I are LVN, and optometric technician, plus medical lab, operating room and dental assistants. The occupations covered in Module II are dental hygienist, registered nurse, dental lab technician, radiologic technician and inhalation therapist.

CAREER MINI-SCRIPT: HEALTH OCCUPATIONS

CAREER AIDS, INC.

This 35 mm slide presentations outlines 6 occupations within the health cluster on a level suitable for junior high students who have made tentative decisions to investigate health careers. It is suitable for individual, small group or use with an entire class. Moderately priced.

I CAN BE A NURSE'S HELPER

CLASSROOM WORLD PRODUCTIONS

This student program kit for EMR students is available as an audio program or sound filmstrip program. Written by experienced specialists in special education, the program emphasizes a career or job with dignity with a realistic approach to the world of work.

INTRODUCTION TO HEALTH CARE CAREERS

McKNIGHT PUBLISHING COMPANY

This comprehensive instructional system introduces students to health care services and some of the kinds of study required for clinical careers in helath care. Students reinforce text activities by setting up simulated clinics. The kit includes text activity manuals, a teacher's guide, 3 filmstrip/cassettes, 6 medical equipment supply catalogs, career employment cards, achievement tests, and clinic simulation slides for opthalmology, radiology, and hematology.

IS A CAREER IN HEALTH SERVICES FOR YOU?

COUNSELOR FILMS, INC./CAREER FUTURES, INC.

This film introduces junior high and high school students to a variety of health care professions, from technological and administrative areas to orderly and housekeeping. The nature of the work, personality traits desirable, and requisite training are covered. Teacher's guide includes script summary, a list of potentially difficult vocabulary words, and suggestions for incorporating the film into the curriculum. 14 mins. The purchase price is $230.

MAKING IT IN HUMAN SERVICES

CAREER AIDS, INC.

This filmstrip with tape tells who the employees are, the kinds of training available, and the ways of exploring the field of helping the aged, ill, handicapped, and disadvantaged. It explores high-school part-time, summer, and volunteer employment, all of which provide students with experience in these fields.

MEDICAL TECHNOLOGY: AN OVERVIEW

BERGWALL PRODUCTIONS, INC.

This four-part presentation explores medical technology, both from the point of view of the field as a whole through specific exploration of hematology, bacteriology, serology, chemistry, urinalysis, and blood bank labs. The package includes five filmstrips and five cassettes. It is priced under $200.00

CURRICULA AND SIMULATIONS

EXPLORATION OF HEALTH CAREERS: CURRICULUM GUIDE

WASHINGTON, D.C., PUBLIC SCHOOL

This sequenced curriculum permits students to understand the functions of the health care system and the people who make up its employees. Divided into sections which follow a patient through a hospital, the curriculum helps students (1) identify jobs, (2) perform self-assessment in relation to the jobs, (3) perform some elemental tasks related to each kind of employment, and (4) work on a set of personal goals that relate to the health care field specifically, and, generally, to a realistic plan of survival in life.

ED 130 130

EXPLORING CAREERS IN HEALTH AND MEDICINE

CINCINNATI, OHIO, PUBLIC SCHOOLS

This comprehensive teaching guide introduces 9th and 10th grade students to careers in the health care field. Areas and specific occupations covered are medical records (admittance clerk, medical records technician, medical translator, medical records administrator); patient care (nurse's aide/orderly, LVN, RN, physician); laboratory service (medical technician, medical laboratory technician, X-ray technician); and pharmacy (pharmacist, hospital pharmacy technician). The program includes curricula, student activity guides, resource lists, references for further teaching or individual study, and a special, additional section for M.D., R.N., and pharmacy.

ED 106 586

EXPLORING HEALTH CAREERS

RUTGERS, THE STATE UNIVERSITY OF NEW JERSEY

This guide for curriculum design is divided into seven sections. The sections cover the following instructional areas: teacher-student relationships and methods of student entry and pre-evaluation, 20 health care careers, identifying type of employment, services rendered, promotion, training, and limitations for each, field trips, speakers and in-class activities, the relationship of in-class and out-of-school activities to health exploration and primary job opportunities in modern hospitals.

ED 127 460

HEALTH CLUSTER FOR SPECIAL NEEDS YOUNGSTERS IN MIDDLE SCHOOLS

RUTGERS, THE STATE UNIVERSITY OF NEW JERSEY

This one-year curriculum provides occupational exploration for hospital related health care professions for special needs students. Designed around performance objectives, the lessons give student activities, equipment lists, supply lists, evaluation forms and multi media reference lists. The course covers the occupations of orderly, mental retardation aide, dental assistant, sanitary assistant, occupational therapist, kitchen worker, rehabilitation counselor, and child care attendant.

ED 117 557

HEALTH OCCUPATIONS: AN EXPLORATORY COURSE (AND) AN EXPLORATORY MODULE

OREGON STATE BOARD OF EDUCATION

This two-part series provides an introduction to the health care professions through a teaching guide, and also presents the same material through a self-instruction module. The program is divided into these areas: definitions of health and health care, identification of jobs and job opportunities within the industry, student self-assessment to relate to each job or job type described

ED 122 042

NURSING: OCCUPATIONAL SIMULATION KIT

SAN JUAN BASIN AREA VO-TECH SCHOOL, CORTEZ, CO

This curriculum is based on a job-task analysis of nurses and is designed to present students with accurate descriptions of the profession. This booklet is based on a design called Career Education Process of Attitude Change (CEPAC), and is particularly suited to small and rural schools.

ED 142 732

PHARMACISTS: OCCUPATIONAL SIMULATION KIT

SAN JUAN BASIN AREA VO-TECH SCHOOL, CORTEZ, CO

This curriculum is based on a job-task analysis of pharmacists, and is designed to present students with accurate descriptions of the pharmacy occupations in a question-and-answer format that will enhance and test their learning of the actual job conditions related to the occupation. This booklet is based on a design called Career Education Process of Attitude Chance (CEPAC), and is particularly suited to small and rural schools.

ED 142 729

PHYSICAL THERAPIST: OCCUPATIONAL SIMULATION KIT

SAN JUAN BASIN AREA VO-TECH SCHOOL, CORTEZ, CO

This curriculum is based on a job-task analysis of physical therapists and is designed to present students with accurate descriptions of the occupation. This booklet is based on a design called Career Education Process of Attitude Change (CEPAC), and is particularly well suited to small and rural schools.

ED 142 733

PRINTED MATERIALS

CAREERS IN THE HEALTH FIELD

JULIAN MESSNER

This book lists 147 discrete health care fields, their requisite education, employment, and salaries, Though the volume treats careers requiring college degrees, it emphasizes those achievable with community college certificates or on-the-job training.

JOB OUTLOOK FOR THE 1980's: Health

ADVISORY COUNCIL FOR TECHNICAL-VOCATIONAL EDUCATION

Based on information gathered at the 1980 statewide conference, "Business and Industry Speak; Education Listens", this free brochure provides up-to-date information regarding employment opportunities in Texas for this cluster. The straight forward approach provides valuable information for students to use in making career decisions. Order directly by title. No catalog is available.

OPPORTUNITIES IN NURSING

VOCATIONAL GUIDANCE MANUALS CAREER HORIZONS

This book provides case-by-case descriptions of the specialities common within nursing. It discusses both traditional and newer patterns of nursing education, and lists accredited schools, associations, and programs for nurses. High schools will also find a general guide to the profession and its place in society, and many suggestions for pursuing further reading.

OPPORTUNITIES IN OPTICIANRY TODAY

VOCATIONAL GUIDANCE MANUALS, CAREER HORIZONS

This book gives a step-by-step survey of the process of fitting a person for and supplying glasses, with special emphasis on the kinds of occupations needed for the process. It then details the job requirements for each of the common occupations associated with an optical business. Working conditions, salaries, a glossary of unusual terms, and descriptions of training requirements are included.

OPPORTUNITIES IN OPTOMETRY

VOCATIONAL GUIDANCE MANUALS CAREER HORIZONS

This book describes the profession of optometry, its place in the health care industry, and the training and personal requirements desirable for employment in it. Schools of optometry, required courses, and sources of financial aid are included. This book is available alone or as part of 12 volume "Health and Medical Careers Library".

OPPORTUNITIES IN OSTEOPATHIC MEDICINE

VOCATIONAL GUIDANCE MANUALS CAREER HORIZONS

This discussion of osteopathic medicine describes the current condition of practice and underlying philosophy of DO training and employment. Clinic systems, osteopathic hospitals, the differences between DO and MD practice, and the American Osteopathic Association are discussed.

OPPORTUNITIES IN PHARMACY CAREERS

VOCATIONAL GUIDANCE MANUALS CAREER HORIZONS

This book is for the student interested in health care as a career. Included are the requirements and opportunities available in many areas of pharmacy. The educational options and many kinds of pharmaceutical employment other than drug store or hospital employment are listed. Appendices include schools, codes of ethics, organizations, national publications, and lists of further reading. It is available in either hardback or paperback.

OPPORTUNITIES IN PHYSICAL THERAPY

VOCATIONAL GUIDANCE MANUALS CAREER HORIZONS

This book describes the entire spectrum of employment for a licensed physical therapist: Blind and handicapped therapy, palsy centers, federal employment, administration, teaching, and other areas. It describes educational and licensure requirements, salary and employment prospects, and educational institutions which offer both professional and paraprofessional programs.

OPPORTUNITIES IN PODIATRY

VOCATIONAL GUIDANCE MANUALS CAREER HORIZONS

This book describes the relatively new field of podiatry and tells of the usual career progressions and training avenues which podiatrists follow. Accredited colleges of podiatric medicine are listed.

OPPORTUNITIES IN PSYCHIATRY

VOCATIONAL GUIDANCE MANUALS CAREER HORIZONS

This quidebook to the professional field of psychiatry describes the profession, the progression of students through college, medical school, and psychiatric residence, and the kinds of employment they may expect upon graduation. The book does not discuss paraprofessional or psychological and counseling education.

OPPORTUNITIES IN PSYCHOLOGY CAREERS TODAY

VOCATIONAL GUIDANCE MANUALS CAREER HORIZONS

This book describes the usual educational progression, through the PhD degree, for psychologists, psychological counselors, and related professionals. It provides an overview of the discipline and lists, with brief descriptions, many subsidiary specializations and kinds of employment available. This book does not discuss paraprofessional training or employment in the paraprofessional field.

TEXAS VIEW: Health Cluster Book

REGION XIX EDUCATIONAL SERVICE CENTER

This up-to-date reference source provides practical information which is useful in assisting students with present and long range goals. Written on approximately seventh grade reading level, occupational information is given on job duties, requirements and qualifications, special entry requirements, salary, economic returns, etc. All this information is based on statistics fcr the State of Texas and reports the information on a regional basis. The "outline" format makes this a very good source for quick reference. Special Needs Viewscripts can also be ordered for those with reading problems.

VOCATIONAL BIOGRAPHIES: Health Careers

VOCATIONAL BIOGRAPHIES, INC.

This volume of approximately 80 biographies focuses on peoples' career progress through life. Thus, the career is presented as a lifelong process of personal choices and adjustments. Each biography examines recommended high school courses and activities, post high school education alternatives and job progression from high school to the present. The main portion of the biography details responsibilities and problems faced on the job. The entire volume can be ordered or individual occupations can be ordered at a minimal cost.

YOUR CAREER IN NURSING

JULIAN MESSNER

This book describes the educational paths to a nursing career, the condition of the profession, and the opportunites for employment and advancement among a variety of specialties that a nurse has. Men in nursing is addressed, schools, scholarships, and professional organizations are addressed in the appendix.

HOSPITALITY AND RECREATION

AUDIO-VISUALS

CAREERS IN FOCUS: Exploring Occupations in Hospitality and Recreation

McGRAW-HILL

The kit is one of 13 based on the 15 U.S.O.E. clusters. It contains 10 student manuals, 10 worksheet booklets, 1 sound filmstrip, 3 interview cassettes, and 1 teacher's manual and key. The 3 interview cassettes are actual interviews with 12 job holders in representative occupations from the 2 clusters talking about various aspects of their work. The sound filmstrip provides a view of those jobs and industries of the clusters. The student manuals provide students with 27 explorations. The explorations are hands-on activities designed to help students understand the kinds of work done in an occupation. Equipment or materials are required for completion of the exploratory experiences.

INTRODUCTION TO HOSPITALITY-RECREATION CAREERS

MCKNIGHT PUBLISHING COMPANY

This comprehensive instructional package introduces students to general and specific skills of occupations in hospitality and recreation. Students work in role-playing situations to act as travel agents, motel operators, recreational directors, etc. The kit includes text-activity manual, a teacher's guide, 2 filmstrips, 1 cassette, 6 resort equipment and supply catalogs, and achievement tests.

MAKING IT IN FOOD SERVICE

CAREER AIDS, INC.

This filmstrip describes various occupations in food services, the kinds of training available, and the methods of exploring the field through high-school part-time, summer, and volunteer employment.

RECREATION

CLASSROOM WORLD PRODUCTIONS

This interview with a municiple recreation director tells about the kinds of employment available, the likely salaries, and some of the disadvantages related to recreation specialties. It presents a very positive view of the field. However, most of the information is directed to a new graduate from a college (four-year) recreation program.

CURRICULA AND SIMULATIONS

CAREER EXPLORATION IN HOSPITALITY AND RECREATION

CONTRACT RESEARCH CORPORATION

This curriculum guide is designed to impart career decision making skills through the medium of hospitality and recreation career exploration. Each unit includes games, student materials, evaluations, and teaching suggestions. The nine areas of the curriculum are each divided into the following sections: general career planning, introduction to the industry, personal relations, kinds of employment situations, and student profile.

ED 136 041

CAREER PREPARATION FOR HOTEL-MOTEL MANAGEMENT AND SERVICES, GRADE 11

MONTGOMERY COUNTY BOARD OF EDUCATION, ROCKVILLE, MD

This curriculum guide for a 3-period, 11th grade exploration program features models, simulation exercises, job descriptions, and organizational graphics that may prove useful to career exploration teachers.

ED 117 543

EXPLORING CAREERS IN HOSPITALITY AND FOOD SERVICE

MCKNIGHT PUBLISHING COMPANY

This complete course outline, developed by the Cincinnati Public Schools, describes various elements of the travel and leisure industry, permitting students to play roles within those areas to teach them about the business and help them develop general skills of interpersonal relations. Industries covered include airlines, restaurant, hotel, travel agencies, and resorts. The set includes text, teacher's guide, transparencies, filmstrips, cassettes, slides, activity booklets, and achievement tests.

★

TRAVEL AGENT: OCCUPATIONAL SIMULATION KIT

SAN JUAN BASIN AREA VO-TECH SCHOOL, CORTEZ, CO

This curriculum is based on a job-task analysis of travel agents and is designed to present students with accurate descriptions of travel agents in a question-and-answer format that will enhance and test their learning of the actual job conditions related to the occupation. This booklet is based on a design called Career Education Process of Attitude Change (CEPAC), and is particularly suited to small and rural schools.

ED 142 731

65

PRINTED MATERIALS

THE HOSPITALITY INDUSTRY: THE WORLD OF FOOD SERVICE

GREGG/MCGRAW HILL, 1975

This basic textbook introduces the food service industry and includes information on the history, job titles, laws, and general economics of the modern restaurant. More than 70 occupations and 400 pieces of equipment are explained. Instructor's manual and test key available.

JOB OUTLOOK FOR THE 1980's: Hospitality, Recreation and Personal Services

ADVISORY COUNCIL FOR TECHNICAL-VOCATIONAL EDUCATION

Based on information gathered at the 1980 statewide conference, "Business and Industry Speak; Education Listens", this free brochure provides up-to-date information regarding employment opportunities in Texas for this cluster. The straight forward approach provides valuable information for students to use in making career decisions. Order directly by title. No catalog is available.

TEXAS VIEW: Hospitality and Recreation Cluster Book

REGION XIX EDUCATIONAL SERVICE CENTER

This up-to-date reference source provides practical information which is useful in assisting students with present and long range goals. Written on approximately seventh grade reading level, occupational information is given on job duties, requirements and qualifications, special entry requirements, salary, economic returns, etc. All this information is based on statistics for the State of Texas and reports the information on a regional basis. The "outline" format makes this a very good source for quick reference. Special Needs Viewscripts can also be ordered for those with reading problems.

VOCATIONAL BIOGRAPHIES: Hospitality and Recreation Careers

VOCATIONAL BIOGRAPHIES, INC.

This volume of approximately 75 biographies focuses on peoples' career progress through life. Thus, the career is presented as a lifelong process of personal choices and adjustments. Each biography examines recommended high school courses and activities, post high school education alternatives and job progression from high school to the present. The main portion of the biography details responsibilities and problems faced on the job. The entire volume can be ordered or individual occupations can be ordered at a minimal cost.

★

MARKETING AND DISTRIBUTION *AUDIO-VISUALS*

BIG DEAL GAME

COLE SUPPLY

This game allows students to practice percentage calculations as they move around the gameboard earning discounted prices or paying sales tax, income tax, rent or interest. Excellent for use with hand-held calculators, but works equally well with paper and pencil computation. Interest level is for grades 7-12 with an ability level of 4.5 to 5.5.

★

CAREER EXPLORATION: Sales Module

COLE SUPPLY

This multi-media kit contains 6 filmstrips, 3 cassettes, 50 student interest inventories and 2 teacher evaluation sheets. All occupations covered in this program are "demand jobs" such as service sales representative and customer relations representative, plus wholesale sales, retail sales and direct sales.

CAREERS IN A DEPARTMENT STORE

FAIRCHILD VISUALS

This collection of twenty-eight slides with a cassette tape presents the training requirements, job responsibilities, and career possibilities that constitute employment in the areas of fashion, selling, advertising, and operations with major department store chains. Opinions from national leaders in the industry are summarized and presented, along with descriptions of jobs from clerk to top management.

CAREERS IN ADVERTISING

FAIRCHILD VISUALS

This set of thirty-three slides and a cassette tape presents the job opportunities in advertising, as well as the educational requirements and other features related to a variety of occupations within the industry. Most of the examples are taken from the offices and staff of a working advertising agency.

DECIMALS AND PERCENT

COLE SUPPLY

Students practice with real-life situations to build competency in using decimals and percent. Ten cassettes instruct and guide students through high interest activity booklets. It covers counting money and making change, multiplication and division of decimals, finding percent of a number and the application of percentages. There are 300 four-page activity booklets. (30 copies for each of 10 lessons).

DISTRIBUTIVE EDUCATION SERIES

COLE SUPPLY

This multi-media kit covers the areas of retail sales, retail security and color display. It has been designed to be used in skill training classes or for exploration classes. The kit contains transparencies, duplicating masters and a teacher's guide. Each subject area can be ordered as a separate unit or they may be ordered as a complete set.

PAYDAY GAME

COLE SUPPLY

As players move along the calendar-gameboard, they budget a limited income to meet monthly expenses, risk money on business deals, handle financial emergencies, take out loans and use savings accounts. The player with the most money at the end of the game wins.

★

FIRST JOBS

COLE SUPPLY

This multi-media program is designed to help students with little or no work experience learn how to get and keep an entry level job. The program is divided into two areas: Entering the First Job World and Five First Jobs. These 5 specific sources are:

Fast-food Restaurants
Office Work
Retail Stores
Supermarkets
Service Stations

The program is written at a 4.5 to 5.5 reading level.

FUNDAMENTALS OF RETAIL NEWSPAPER ADVERTISING

FAIRCHILD VISUALS

This slide-and-cassette set presents the five principles of effective newspaper advertising, as they may be used by the merchant. The factors which make newspapers the most preferred advertising medium, as well as some limitations to that kind of ad campaign, are discussed. Each element of a newspaper advertisement, as it is composed, is reviewed. The set contains forty slides with tape.

MINDING YOUR OWN SMALL BUSINESS: Simulation Game I and II

ATHENA CORPORATION

The two games, "Starting a Business" and "Running A Business", are designed to be used during two semesters of Business and Office or Marketing and Distribution classes to help students discover the necessary roles of location selection, record keeping, marketing, and managerial decision making. Daily activities, teacher's instructions, and strategies, evaluations, and references are incorporated into thirty-five modules.

ED 134-824, 134-825
ED 134-826, 134-827

71

CURRICULA AND SIMULATIONS

CAREER EXPLORATION IN MARKETING AND DISTRUBUTION

UNITED STATES GOVERNMENT PRINTING OFFICE

This guide will assist the marketing and distribution teacher in designing or teaching a class for students at the ninth grade level. It is dividided into an introduction, glossary, and 16 units of one to five class periods each. Each unit consists of these elements: Overview, rationale, objectives, concepts, activity descriptions, performance criteria, references, and resources.

Stock Number 017 080 01494 7 ED 121 026

CASE STUDIES IN RETAILING

J. WESTON WALCH, PUBLISHER

This collection of 107 case studies provides an introduction and overview of the kinds of common problems people working in various areas of retailing encounter. The problems are "no right answer" kinds, with suggestions for discussion.

EXPLORATION OF RETAILING CAREERS

FLORIDA STATE DEPARTMENT OF EDUCATION

This one-semester course includes teacher guides and student materials. It divides retailing into nine major units. Each section has instructional objectives, student activites and materials, tests, overal evaluation instruments, and resources for further investigation. The units are: Introduction, buying, shipping and receiving, sales promotion, personal selling, customer services, credit and control, management, and special activities.

ED 127 440

★

EXPLORATION OF WHOLESALE CAREERS

FLORIDA STATE DEPARTMENT OF EDUCATION

This one-semester course covers the wholesale portion of marketing and distrubution with eight student activity units and a teaching outline. Each section has instructional objectives, student materials, tests, evaluation instruments, and resources for further investigation.

ED 127 441

★

EXPLORING CAREERS IN AUTOMOTIVE SALES AND SERVICE

CINCINNATI, OHIO, PUBLIC SCHOOLS

This comprehensive teaching guide introduces 9th and 10th grade students to the retail automotive industry. The procedure permits students to explore both the maintenance and sales divisions of the field, and includes curricula, student activity guides, resource lists, and references for further teaching or individual student activities.

ED 106 574

EXPLORING WHOLESALING AND RETAILING CAREERS

SOUTHWESTERN PUBLISHING COMPANY

This text/workbook is student-activity orientated and presents a variety of occupational opportunities in wholesaling and retailing. It is illustrated and required 20-25 hours of instructional time.

★

INTRODUCTION TO MARKETING FOR NINTH GRADE STUDENTS

RUTGERS: THE STATE UNIVERSITY OF NEW JERSEY

This curriculum concentrates on preparing students to think about themselves in relation to the fields of marketing and distrubution. Its primary strength is a set of suggestions and conditions that will introduce marketing and distribution skills in relation to the following academic fields: Math, science, social studies, and English. The curriculum takes the form of an extended simulation exercise centered around starting and running a fast-food restaurant.

ED 147 632

MARKETING MATH

SOUTHWESTERN PUBLISHING COMPANY

This soft-cover publication presents basic mathematics in a marketing environment. Designed to teach students the computational competencies needed for entry and advancement in a career in marketing and distribution, the instruction is for skill acquistion. A basic skill pretest is included and a teacher's edition is available.

★

SELLING: HELPING CUSTOMERS BUY

SOUTHWESTERN PUBLISHING COMPANY

This textbook has been written to develop the competencies necessary to become a successful salesperson. Retail selling of merchandise and services on a one-to-one basis is stressed by showing how product features are changed into buyer benefits. Designed for a complete course, this text plus sales training manual and achievement tests can be used to develop a unit in exploring sales occupations. A teacher's manual is available.

SUPERMARKET LANGUAGE/CLOTHING LANGUAGE

COLE SUPPLY

This survival vocabulary workbook focuses on 80 words commonly seen on ads, signs, labels, shelf and aisle signs. Words are introduced phonetically respelled, defined in context and then reinforced in exercises. The interest level is grades 7-12 with a reading level of 2.0 to 3.0.

PRINTED MATERIALS

CAREER DIAL

CAREER AIDS, INC.

This device gives students valuable information on 10 specific occupations within the industry. Each listing provides a job description, required education or training, advancement possibilities earnings to be expected and names and addressed to contact for more information. It is reasonably priced and written at 4.5 to 5.5 reading level.

JOB OUTLOOK FOR THE 1980's: Marketing and Distribution

ADVISORY COUNCIL FOR TECHNICAL-VOCATIONAL EDUCATION

Based on information gathered at the 1980 statewide conference, "Business and Industry Speak; Education Listens", this free brochure provides up-to-date information regarding employment opportunities in Texas for this cluster. The straight forward approach provides valuable information for students to use in making career decisions. Order directly by title. No catalog is available.

★

MILLIONS OF CARS

JULIAN MESSNER

This 64 page book describes the development, manufacturing, and marketing of the Ford Mustang, one of the most outstanding examples of marketing strategy. It introduces elementary and junior high students to the world of big business and describes a variety of vocations, pointing out their places within the overall industrial structure.

MONOPOLY

COLE SUPPLY

The classic Parker Brother's board game will provide students situations where they can learn the principles of investment, risk, money counting, and pawn loans within a well-known format.

★

OPPORTUNITIES IN LIFE INSURANCE SALES

VOCATIONAL GUIDANCE MANUALS CAREER HORIZONS

This book describes the role of the life insurance industry in contemporary economy and life. It also outlines the working conditions and qualifications of the life insurance salesperson, and describes the special working conditions and environment of a salesperson. The agency system, commissions, etc. is described. A glossary of special terms and a listing of colleges with applicable programs are included.

OPPORTUNITIES IN SALES AND MARKETING CAREERS

VOCATIONAL GUIDANCE MANUALS CAREER HORIZONS

This book describes the kinds of opportunities that are available in the retail sales of products. It lists the kinds of personal qualities that contribute towards making a good salesperson, the educational backgrounds that are preferred, and the usual means of finding a job and advancing as a salesperson. It includes descriptions and pointers towards an ideal sales call or job interview.

TEXAS VIEW: Marketing and Distribution Cluster Book

REGION XIX EDUCATIONAL SERVICE CENTER

This up-to-date reference source provides practical information which is useful in assisting students with present and long range goals. Written on approximately seventh grade reading level, occupational information is given on job duties, requirements and qualifications, special entry requirements, salary, economic returns, etc. All this information is based on statistics for the State of Texas and reports the information on a regional basis. The "outline" format makes this a very good source for quick reference. Special Needs Viewscripts can also be ordered for those with reading problems.

VOCATIONAL BIOGRAPHIES: Marketing and Distribution Careers

VOCATIONAL BIOGRAPHIES, INC.

This volume of approximately 90 biographies focuses on peoples' career progress through life. Thus, the career is presented as a lifelong process of personal choices and adjustments. Each biography examines recommended high school courses and activities post high school education alternatives and job progression from high school to the present. The main portion of the biography details responsibilities and problems faced on the job. The entire volume can be ordered or individual occupations can be ordered at a minimal cost.

★

PERSONAL SERVICES

AUDIO-VISUALS

CAREER EXPLORATION: Personal Service Module

COLE SUPPLY

This multi-media kit contains 6 filmstrips, 3 cassettes, 50 student interest inventories and 2 teacher evaluation sheets. All occupations covered in this program are "demand jobs" such as laundry/dry cleaner, physical health specialist, barber, beautician and animal care specialist.

★

CAREERS IN FOCUS: Exploring Occupations in Personal Services

McGRAW-HILL

The kit is one of 13 based on the 15 U.S.O.E. clusters. It contains 10 student manuals, 10 worksheet booklets, 1 sound filmstrip, 3 interview cassettes, and 1 teacher's manual and key. The 3 interview cassettes are actual interviews with 12 job holders in representative occupations from the 2 clusters talking about various aspects of their work. The sound filmstrip provides a view of those jobs and industries of the clusters. The student manuals provide students with 27 explorations. The explorations are hands-on activities designed to help students understand the kinds of work done in an occupation. Equipment or materials are required for completion of the exploratory experiences.

★

CAREER MINI-STRIPS: Public Service Occupations

CAREER AIDS, INC.

This brief introduction outlines six careers within the public service cluster on a level suited to junior high students who have made tentative decisions to investigate public services careers. It is suitable for use on an individual level with small groups or with an entire class. Moderately priced.

I CAN BE A HAIRDRESSER'S HELPER
I CAN BE A CUSTODIAN'S HELPER
I CAN BE A COOK'S HELPER
I CAN BE A GARDENER'S HELPER
I CAN BE A SERVICE STATION ATTENDANT'S HELPER

CLASSROOM WORLD PRODUCTIONS

This student program kit for EMR students is available as an audio program or sound filmstrip program. Written by experienced specialists in special education, the program emphasizes a career or job with dignity with a realistic approach to the world of work.

CURRICULA AND SIMULATIONS

CASHIER/ACCOUNTS RECEIVABLE CLERK EXPLORATION

PORTSMOTH, VA CITY SCHOOL BOARD

This project is a simulation exercise designed for 10th grade exploratory business and office students. It includes job descriptions, receipt writing, proving cash, customer accounts, preparing statements, schedule of accounts receivable, and pre/posttests and a glossary.

ED 114 685

EXPLORATION IN FOOD MANAGEMENT, PRODUCTION. AND SERVICES OCCUPATIONS. PERFORMANCE OBJECTIVES, CRITERION MEASURES, HOME ECONOMICS.

DUVAL COUNTY SCHOOL BOARD, JACKSONVILLE, FLORIDA

This curriculum offers exploration lessons and activities related to planning and providing food service for individuals and groups. It is unusual in addressing the preparation of food for individuals with special needs (handicapped, elderly, and others), and for discussing legislation and regulating agencies that have contact with the fool services occupations.

ED 139 965

EXPLORING CAREERS IN FOOD PREPARATION AND SERVICE

CINCINNATI, OHIO PUBLIC SCHOOLS

This comprehensive teaching guide introduces 9th and 10th grade students to careers involved with preparing and serving food. Occupations treated include manager, cashier-hostess, waiter-waitress, busboy, car hop, baker, cook, short order cook, meat cook, kitchen helper, beverage worker, and dietitian. The program includes curricula, student activity guides, resource lists, and references for further teaching or individual student activities.

ED 106 584

★

EXPLORING CAREERS IN ORNAMENTAL HORTICULTURE

CINCINNATI, OHIO, PUBLIC SCHOOLS

This comprehensive teaching guide introduces 9th and 10th grade students to the kinds of employment within ornamental horticulture. Though designed specifically for students within the agribusiness cluster, this curriculum can be valuable to personal services students exploring employment as gardeners, groundskeepers, and in similar occupations. The program includes curricula, student activity guides, resource lists, and references for further teaching or individual student activities.

ED 106 582

FOOD SERVICE: PRODUCTION AND SERVICE

MID-AMERICA VOCATIONAL CURRICULUM CONSORTIUM

This comprehensive collection of twenty instructional units includes equipment description, safety and sanitation, purchasing, food serving, menu pricing, and supervision. Each unit has teacher and student activities; information, activity, and job sheets; criterion-referenced tests; and transparency masters

FOOD SERVICES READING AND LANGUAGE ACTIVITIES

RUTGERS: THE STATE UNIVERSITY OF NEW JERSEY

This series of exercises for special needs students in exploration courses is designed to teach a high-interest, low-level graded reading program through exploration of the food services industry. It is especially designed to build vocabulary and reading skills as students progress in the year. Vocabulary and progessive reading levels are included.

ED 140 064

SUPERMARKET LANGUAGE

COLE SUPPLY

This survival vocabulary workbook focuses on 80 words commonly seen on ads, signs, labels, shelf and aisle signs. Words are introduced phonetically respelled, defined in context and then reinforced in exercises. The interest level is grades 7-12 with a reading level of 2.0 to 3.0.

PRINTED MATERIALS

CHALLENGING CAREERS IN URBAN AFFAIRS

JULIAN MESSNER

This book focuses on the personal rewards and satisfactions related to occupations in public employment, from sanitarian to librarian, and including professional-level and management careers. Personal qualifications and educational requirements are presented for each occupation.

THE HOSPITALITY INDUSTRY: The World of Food Service

GREGG/MCGRAW HILL

This basic textbook introduces the food service industry and includes information on the history, job titles, laws, and general economics of the modern restaurant. More than 70 occupations and 400 pieces of equipment are explained. Instructor's manual and test key available.

JOB OUTLOOK FOR THE 1980's: Hospitality, Recreation and Personal Services

ADVISORY COUNCIL FOR TECHNICAL-VOCATIONAL EDUCATION

Based on information gathered at the 1980 statewide conference, "Business and Industry Speak; Education Listens", this free brochure provides up-to-date information regarding employment opportunities in Texas for this cluster. The straight forward approach provides valuable information for students to use in making career decisions. Order directly by title. No catalog is available.

SKIN CARE: THE NATURAL WAY

BERGWALL PRODUCTIONS, INC.

This survey of skin care and cosmetic use describes kinds of skin and common problems and solutions that a cosmetologist may be expected to encounter. Divided into four parts, the slide-tape series gives step-by-step guides to diagnosing complexion conditions, selecting facial materials and giving a facial, and backgrounds of both commercial and home-made cosmetic materials. Titles: "Steps to a Healthy and Beautiful Complexion", "Problem Skin: Causes, Treatment, and Prevention", "How to Give a Facial", and "Cosmetics: To Buy or to Make?"

TEXAS VIEW: Personal Service Cluster Book

REGION XIX EDUCATIONAL SERVICE CENTER

This up-to-date reference source provides practical information which is useful in assisting students with present and long range goals. Written on approximately seventh grade reading level, occupational information is given on job duties, requirements and qualifications, special entry requirements, salary, economic returns, etc. All this information is based on statistics for the State of Texas and reports the information on a regional basis. The "outline" format makes this a very good source for quick reference. Special Needs Viewscripts can also be ordered for those with reading problems.

VOCATIONAL BIOGRAPHIES: Personal Service Careers

VOCATIONAL BIOGRAPHIES, INC.

This volume of approximately 70 biographies focuses on peoples' career progress through life. Thus, the career is presented as a lifelong process of personal choices and adjustments. Each biography examines recommended high school courses and activities, post high school education alternatives and job progression from high school to the present. The main portion of the biography details responsibilities and problems faced on the job. The entire volume can be ordered or individual occupations can be ordered at a minimal cost.

★

PUBLIC SERVICES

AUDIO-VISUALS

CAREER EXPLORATION: Municipal Law Enforcement Module

COLE SUPPLY

This multi-media kit contains 6 filmstrips, 3 cassettes, 50 student interest inventories and 2 teacher evaluation sheets. All occupations covered in this program are "demand jobs" such as police patrol, police intern, detective, police laboratory technician and juvenile officer.

CAREER EXPLORATION: Public Service Module

COLE SUPPLY

This multi-media kit contains 6 filmstrips, 3 cassettes, 50 student interest inventories and 2 teacher evaluation sheets. All occupations covered in this program are "demand jobs" such as library aide, ambulance attendant, social service aide, firefighter and court reporter.

CAREER EXPLORATION: Public Utilities Module

COLE SUPPLY

This multi-media kit contains 6 filmstrips, 3 cassettes, 50 student interest inventories and 2 teacher evaluation sheets. All occupations covered in this program are "demand jobs" such as line repair, warehouse worker, customer service repair, service worker and telephone operator.

MAKING IT IN GOVERMENT

CAREER AIDS INC.

This filmstrip/cassette has been developed to inform students who the employees are, the kinds of training available, and the ways of exploring the field of Public Services through high-school, part-time, summer, and volunteer employment.

87

CURRICULA AND SIMULATIONS

EXPLORING CAREERS IN ENVIRONMENTAL PROTECTION

CINCINNATI, OHIO PUBLIC SCHOOLS

This comprehensive teaching guide introduces 9th and 10th grade students to careers in seven general areas of the environmental protection occupational cluster. Those covered are noise pollution control, water pollution control, solid waste disposal, air pollution control, fool contamination control, radiation and decontamination control, and park & recreation land management. The guide includes curricula, student activity guides, resource lists, and references for further teaching or individual student activities.

ED 106 575

EXPLORING CAREERS IN LAW ENFORCEMENT

CINCINNATI, OHIO PUBLIC SCHOOLS

This comprehensive teaching guide introduces 9th and 10th grade students to the careers available in local law enforcement. The curriculum begins with a student self-study project and assessment of their attitudes toward law enforcement and authority, then surveys the following occupations: Patrolman, policewoman, police detective, crash squad patrolman, police laboratory specialist, vice squad, park police, and special agent (F.B.I.). The program has curricula, student activity guides, resource lists, and references for further teaching or individual study.

ED 106 592

EXPLORING CAREERS IN PUBLIC AND CIVIL SERVICE OCCUPATIONS

CINCINNATI, OHIO PUBLIC SCHOOLS

This comprehensive teaching guide introduces 9th and 10th grade students to careers in the fields of public service. Areas covered are civil service, community planning, elected politics, law enforcement, fire protection, social services, postal service, and court employment. Includes curricula, student activity guides, resource lists, and references for further teaching or individual student activities.

ED 106 579

INTRODUCTION TO DECISION MAKING IN PUBLIC SERVICE: A MAJOR UNIT IN THE PUBLIC SERVICE CLUSTER

GWINNETT COUNTY, GEORGIA SCHOOLS

This eight-week unit provides an overview of public services career areas: Educational services; social and economic services; government agency management; transportation management; regulatory services and records; public safety, corrections, and judicial services; urban, rural, and community development; and resource management. The outline includes field trips, occupational fair suggestions, trait, and self-analysis testing, and branching options to let each student study two major areas in depth.

ED 145 264

POSTAL EMPLOYEE: OCCUPATIONAL SIMULATION KIT

SAN JUAN BASIN AREA VO-TECH SCHOOL, CORTEZ, CO

This curriculum is based on a job-task analysis of postal workers, and is designed to present students with accurate descriptions of the postal service in a question-and-answer format that will enhance and test their learning of the actual job conditions related to the occupations. This booklet is based on a design called Career Education Process of Attitude Change (CEPAC), and is particularly suited to small and rural schools.

ED 142 730

PUBLIC SAFETY, CORRECTIONS, AND JUDICIAL SERVICES: A MAJOR OCCUPATIONAL GROUP IN THE PUBLIC SERVIES CLUSTER

GWINNETT COUNTY, GEORGIA PUBLIC SCHOOLS

This eight-week curriculum begins with a student self-check related to the interests and attitudes suitable for a successful career in public safety. It proceeds with readings and related activities, which provide information about the requirements, duties, career ladders, and qualifications for the following occupational areas: Fire protection, probation and parole, courts, and corrections.

ED 145 272 (student)
ED 145 273 (teacher)

REGULATORY SERVICES AND RECORDS: A MAJOR OCCUPATIONAL GROUP IN THE PUBLIC SERVICES CLUSTER

GWINNETT COUNTY, GEORGIA PUBLIC SCHOOLS

This eight-week curriculum provides information, self-assessment, instuctional outlines and suggestions for students wishing to explore the following careers within the public services cluster: Inspection, examination, licensing, census, customs, immigration, public records, and taxation.

ED 145 276 (student)
ED 145 277 (teacher)

RESOURCE MANAGEMENT: A MAJOR OCCUPATIONAL GROUP IN THE PUBLIC SERVICE CLUSTER

GWINNETT COUNTY, GEORGIA SCHOOLS

This introduction is designed to last eight weeks and to tell students about the job titles, duties, functions, and requirements for the following areas of public service employment: Parks, forests, agriculture, conservation, fish and game, and pollution control. There are units for individual and group learning, and student self-checks to allow for comparing the students' interests to the occupations covered.

ED 145 266 (student)
ED 145 267 (teacher)

RURAL, URBAN, AND COMMUNITY DEVELOPMENT: A MAJOR OCCUPATIONAL GROUP IN THE PUBLIC SERVICES CLUSTER

GWINNETT COUNTY, GEORGIA PUBLIC SCHOOLS

This eight-week curriculum provides information, self-assessment, instructional outlines and suggestions for students wishing to explore the following careers within the public services cluster: community action, planning, building and zoning, and land acquisition.

ED 145 280 (student)
ED 145 281 (teacher)

SOCIAL AND ECONOMIC SERVICES: A MAJOR OCCUPATIONAL GROUP IN THE PUBLIC SERVICES CLUSTER

GWINNETT COUNTY, GEORGIA PUBLIC SCHOOLS

This eight-week curriculum provides information, self-assessment, instructional outlines and suggestions for students wishing to explore the following careers within the public services cluster: Counseling, assistance, rehabilitation, and employment counseling.

ED 145 274 (student)
ED 145 275 (teacher)

SOCIAL WORKER: OCCUPATIONAL SIMULATION KIT

SAN JUAN BASIN AREA VO-TECH SCHOOL, CORTEZ, COLORADO

This curriculum is based on a job task analysis of social workers and is designed to present students with accurate descriptions of the occupation. This booklet is based on a design called Career Education Process of Attitude Change (CEPAC) and is particularly well-suited to small and rural schools.

ED 142 734

TRANSPORTATION MANAGEMENT: A MAJOR OCCUPATIONAL GROUP IN THE PUBLIC SERVICES CLUSTER

GWINNETT COUNTY, GEORGIA SCHOOL BOARD

This eight-week course introduces students to the agencies of the Federal Government which regulate transporation: The Federal Aviation Administration, the Federal Highway Administration, the National Highway Traffic Safety Administration, and the Federal Railway Administration. The curriculum tells students about the options, preparation, and personality traits desirable for each of the three means of transportation: Rail, air, and highway.

ED 145 270 (student)
ED 145 271 (teacher)

PRINTED MATERIALS

CAREERS IN ELECTIVE GOVERNMENT

JULIAN MESSNER

High school students can learn about elective office, the ways to get into government and politics as a profession through this collection of interviews. Both volunteer and paid beginning occupations are discussed. Occupations such as administrative aide, legislative researcher, and lobbyist complement discussions of elective offices. Each chapter includes a list of specific strategies and goals that may lead to the kind of employment listed in the chapter.

JOB OUTLOOK FOR THE 1980's: Public Service

ADVISORY COUNCIL FOR TECHNICAL-VOCATIONAL EDUCATION

Based on information gathered at the 1980 statewide conference, "Business and Industry Speak; Education Listens", this free brochure provides up-to-date information regarding employment opportunities in Texas for this cluster. The straight forward approach provides valuable information for students to use in making career decisions. Order directly by title. No catalog is available.

TEXAS VIEW: Public Service Cluster Book

REGION XIX EDUCATIONAL SERVICE CENTER

This up-to-date reference source provides practical information which is useful in assisting students with present and long range goals. Written on approximately seventh grade reading level, occupational information is given on job duties, requirements and qualifications, special entry requirements, salary, economic returns, etc. All this information is based on statistics for the State of Texas and reports the information on a regional basis. The "outline" format makes this a very good source for quick reference. Special Needs Viewscripts can also be ordered for those with reading problems.

VOCATIONAL BIOGRAPHIES: Public Service Careers

VOCATIONAL BIOGRAPHIES, INC.

This volume of approximately 140 biographies focuses on peoples' career progress through life. Thus, the career is presented as a lifelong process of personal choices and adjustments. Each biography examines recommended high school courses and activities post high school education alternatives and job progression from high school to the present. The main portion of the biography details responsibilities and problems faced on the job. The entire volume can be ordered or individual occupations can be ordered at a minimal cost.

YOUR CAREER IN LAW ENFORCEMENT

JULIAN MESSNER

This book describes employment in law enforcement areas as being challenging, diversified, rewarding and featuring great opportunity. It covers local, state, and federal employment. Information on physical and educational requirements, salaries and exemplary histories for each field are provided.

TRANSPORTATION

AUDIO-VISUALS

DRIVING SAFETY: Trucks

VOCATIONAL FILMSTRIP COMPANY

This filmstrip combines Department of Transportation and OSHA regulations with common sense defensive driving techniques. It presents basic information about safely inspecting and driving "big rigs".

CAREER EXPLORATION: Trucking Module

COLE SUPPLY

This multi-media kit contains 6 filmstrips, 3 cassettes, 50 student interest inventories and 2 teacher evaluation sheets. All occupations covered in this program are "demand jobs" such as fleet maintenance, short haul truck driver, long haul truck driver, routeman and truck dispatcher.

CAREER EXPLORATION: Commercial Aviation Module

COLE SUPPLY

This multi-media kit contains 6 filmstrips, 3 cassettes, 50 student interest inventories and 2 teacher evaluation sheets. All occupations covered in this program are "demand jobs" such as aircraft electrician, engine mechanic, instrument repair, flight dispatcher and radio repair.

CAREER EXPLORATION: Automotive Repair Module

COLE SUPPLY

This multi-media kit contains 6 filmstrips, 3 cassettes, 50 student interest inventories and 2 teacher evaluation sheets. All occupations covered in this program are "demand jobs" such as in the specialties of brake and suspension, transmission, fuel and electrical systems, paint and body, and engine repair.

CAREER DIAL

CAREER AIDS, INC.

This device gives students valuable information on 10 specific occupations within the industry. Each listing provides a job description, required education or training, advancement possibilities earnings to be expected and names and addresses to contact for more information. It is reasonably priced and written at 4.5 to 5.5 reading level.

CAREER MINI-STRIPS: Transportation Occupations

CAREER AIDS, INC.

This brief introduction outlines six careers within the Transportation cluster. It has been designed for students who have made tentative decisions to investigate public services careers. It can be used individually, in small groups or for an entire class.

CURRICULA AND SIMULATIONS

CAREER AND JOB OPPORTUNITY PROGRAMS

CLASSROOM WORLD PRODUCTIONS/NATIONAL SCHOOL AND INDUSTRIAL CORPORATION

This general overview of the world of work concentrates on making special education students feel the possibilities of dignity and worth as they explore the realistic opportunities for employment in four career clusters: Construction, Personal Services, Health, and Transportation. The set is available either as cassette alone or cassette-with-filmstrip, both accompanied by five student workbooks and a teacher's guide.

CAREER EDUCATION: VOCATIONAL-TECHNICAL SERIES, "AUTOMOTIVE AND MOTORCYCLES"

ALLIED EDUCATION COUNCIL

These two workbooks have been designed to teach the vocabulary of transportation careers. The picture-word association method is used to acquaint the student with the nomenclature of the parts or components involved in transportation careers. The writing exercises in the book reinforce the reading and spelling skills and help develop retention. These workbooks are designed for students with extremely limited reading and writing skills. They are not suitable for average or above students.

CURRICULUM GUIDE CEIT: Ninth Grade Transportation Technology

POINT PLESANT, WEST VIRGINIA, JUNIOR HIGH SCHOOL

This curriculum in transportation exploration is based on methods from Project OPEN, Career Exploration in Technology, and presents the following topics for junior high students: Technology of land transportation, energy, transporting people, freight transportation, trends in land transportation, water transportation, air transportation, space transportation, and transportation systems. It includes opportunities to design and construct small vehicles and their components. Supplementary sections feature metric system and alternate energy sources.

ED 167 721

EXPLORING CAREERS IN AUTOMOTIVE SALES AND SERVICE

CINCINNATTI, OHIO PUBLIC SCHOOLS

This comprehensive teaching guide introduces 9 and 10 grade students to the retail automotive industry. The procedure permits students to explore both the maintenance and sales divisions of the field, and includes curricula, student activity guides, resource lists, and references for further teaching or individual student activities.

ED 106 574

97

PRINTED MATERIALS

JOB OUTLOOK FOR THE 1980's: Transportation

ADVISORY COUNCIL FOR TECHNICAL-VOCATIONAL EDUCATION

Based on information gathered at the 1980 statewide conference, "Business and Industry Speak; Education Listens", this free brochure provides up-to-date information regarding employment opportunities in Texas for this cluster. The straight forward approach provides valuable information for students to use in making career decisions. Order directly by title. No catalog is available.

OPPORTUNITES IN TRAVEL CAREERS

VOCATIONAL GUIDANCE MANUALS CAREER HORIZONS, 1976

This book features the major travel-related employers, including hotels, travel writing, and the transportation industry. It describes the variety of occupations available within the field. Entry-level, advanced, and management employment and education are covered, along with a list of colleges offering degrees related to the travel and recreation industry.

TEXAS VIEW: Transportation Cluster Book

REGION XIX EDUCATIONAL SERVICE CENTER

This up-to-date reference source provides practical information which is useful in assisting students with present and long range goals. Written on approximately seventh grade reading level, occupational information is given on job duties, requirements and qualifications, special entry requirements, salary, economic returns, etc. All this information is based on statistics for the State of Texas and reports the information on a regional basis. The "outline" format makes this a very good source for quick reference. Special Needs Viewscripts can also be ordered for those with reading problems.

VOCATIONAL BIOGRAPHIES: Transportation Careers

VOCATIONAL BIOGRAPHIES, INC.

This volume of approximately 70 biographies focuses on peoples' career progress through life. Thus, the career is presented as a lifelong process of personal choices and adjustments. Each biography examines recommended high school courses and activities, post high school education alternatives and job progression from high school to the present. The main portion of the biography details responsibilities and problems faced on the job. The entire volume can be ordered or individual occupations can be ordered at a minimal cost.

GENERAL

AUDIO-VISUALS

ARE YOU LISTENING?

J. C. PENNEY

This group or individual tape exercise gives examples of listening situations suitable to a commercial employee (a sales clerk, for instance), asks questions to point out elements in the conversations that listeners should have retained, and gives points to help students become more effective listeners. The exercise is designed for vocational students or employees.

BETTER THAN I THOUGHT

WISCONSIN UNIVERSITY VOCATIONAL STUDIES CENTER

This set of eight film-strip and cassette combinations can be used individually or in series to help vocational teachers recognize, understand, and help handicapped students in their classrooms and shops. The areas covered are: prescription foundation for teaching all handicapped, disadvantaged, visually impaired, hearing impaired, emotionally disturbed, retarded, and learning disabilities. The set can be valuable either to help teachers detect undiagnosed handicapped or to assist them in teaching student whose handicapping conditions are known.

CAREER AND JOB OPPORTUNITY PROGRAMS

CLASSROOM WORLD PRODUCTIONS/NATIONAL SCHOOL AND INDUSTRIAL CORPORATION

This general overview of the world of work concentrates on making special education students feel the possibilities of dignity and worth as they explore the realistic opportunities for employment in four career clusters: Construction, Personal Services, Health, and Transportation. The set is available either as cassette alone or cassette-with-filmstrip, both accompanied by five student workbooks and a teacher's guide.

CAREER ACHIEVERS: WOMEN

FAIRCHILD VISUALS

Sex Equality is demonstrated through short biographies of successful career women: A government leader, a computer scientist, and presidents of an ad agency and a university. The slide-cassette set shows interviews with the four leaders, who tell of the problems and assistance they had with their careers, and then goes on to talk of the many opportunities today available for women.

CAREER DECISION-MAKING

MCKNIGHT

This set of filmstrips/cassettes can be ordered as a set or by individual titles. Each filmstrip is approximately 75-80 frames in length. Titles are as follows:

Creating A Career
Career Goals
Decision-Making Part I
Decision-Making Part II
Examinating Your Interests
Work Activities
Work Situations
Working Conditions
Credentials and Competencies: Get Ready, Get Set, Go!
Learning About Aptitudes
Work Experiences
Economic Influences
Social Influences
Sequences In Self-Exploration
Self Exploration: Who Will I Be?
What Are Aptitudes?

CAREER EDUCATION CLUSTERS

IDEAL SCHOOL SUPPLY COMPANY

This overview of the fifteen Occupational Exploration Clusters provides a filmstrip and cassette or record for each cluster, along with a teacher's guide for the entire set. Students may view the "overview" filmstrip, and then any number of cluster sets. The teacher's guide covers methodology, pre and post-viewing activities, simulation games, and suggestions for further activities.

CAREER EXPLORATION RESOURCE LIBRARY

COLE SUPPLY

All 110 vocational and paraprofessional occupations covered in this program are "demand jobs". They correspond to the U.S.O.E. clusters and are unrestricted by class or apprentice requirements. The entire program contains 22 modules which can be purchased separately. (See individual cluster sections for individual descriptions). The interest level is grades 7-12 with a listening and reading level is grade 5.5 to 6.5. Each module contains filmstrips/cassettes, interest inventory sheets and teacher evaluation sheets.

CAREERS IN FOCUS: DISCOVERING YOU

MCGRAW HILL

The kit contains 10 student manuals, 10 worksheet booklets, 1 sound filmstrip 3 interview cassettes and 1 teacher's manual and key. (Consumable materials can be ordered separately.) Part of a 14 multi-media kit program based on 13 occupational clusters, Discovering You, serves as a beginning and on-going reference for students as they explore various careers. It concentrates on personal values and self-identity, central elements in all decision-making processes. Designed for career exploration for grades 6-10, it can be readily integrated into existing curricula and can be used both on an individualized study basis and in a traditional classroom situation.

CAREERS UNLIMITED

CLASSROOM WORLD PRODUCTIONS (NATIONAL SCHOOL AND INDUSTRIAL CORPORATION)

This program selects thirty-six high interest careers from twelve clusters, and presents interviews with leaders and general practitioners in each field. Each of the seven cassettes is independent from the others and may be used alone. They all mix jobs among clusters and will present to students a variety of occupational clusters within each cassette.

CLEAR THINKING: HOW TO IMPROVE YOUR REASONING SKILLS

THE CENTER FOR THE HUMANITIES, INC.

This series presents five basic steps in the decision-making process, with examples from history and life for each of the steps. It also covers fallicies of logic as they are found in life. The series contains 160 slides, 2 tape cassettes, 2 LP records, teachers guide, and a library processing kit. More than $100.

EFFECTIVE THINKING: WAYS OF PROBLEM SOLVING

THE CENTER FOR THE HUMANITIES, INC.

This series divides problem-solving processes into three distinct sections. The first teaches the steps in the problem-solving process. The second provides examples from life and history for application of the problem-solving process in its entirety. The third demonstrates basic logical fallacies and helps viewers learn to recognize and avoid them. The series contains 240 slides, 3 tapes, 3 LP records, a teachers guide, and library processing kit. Price: Over $200.

EMPLOYMENT OPPORTUNITIES OVERVIEW

HARVEST EDUCATIONAL LABS

Designed for educable mentally retarded or slow-learning young people, this set of seven film strips and cassettes or records introduces seven career areas: health, laundry, automotive, personal service, stock work, outdoors, and general labor. The job areas do not exactly match occupational clusters, but they do present several diverse occupations within each area in terms that emphasize the importance of every student's being able to select rewarding employment.

FIRST JOBS

COLE SUPPLY

This multi-media program is designed to help students with little or no work experience learn how to get and keep an entry level job. The program is divided into two areas: "Entering the First Job World" and "Five First Jobs". These 5 specific sources are: Fast-food Restaurants, Retail Stores, Office Work, Supermarkets, Service Stations. The program is written at a 4.5 to 5.5 reading level.

JOB SEEKERS: STUDY POSTERS

CAREER PUBLISHING, INC.

A set of 16 posters that illustrate in humorous to-the-point messages good job hunting skills. The posters illustrate the value of a high school diploma, importance of first impressions, how to sell yourself and the importance of job training.

JOB SURVIVAL SKILLS COMPLETE MULTI-MEDIA PROGRAM

COLE SUPPLY

This multi-media program is designed to help students develop the personal and interpersonal skills they need to find and keep a good job. The interest level is for grades 9 through 12 with a reading level of 5.5 to 6.5. The program contains cassette-filmstrips, student activity books, gaming materials for both individual and group activities. These materials have been designed to teach: Using all available resources to look for a job, job interviews, successful job behavior, getting along with job supervisors and fellow employees and communication skills to solve problems. The program was developed for use with 12 students. However, the program may be used with any size group if additional student activity books are purchased.

LISTENING SKILLS: HOW TO BE AN ACTIVE LISTENER

THE CENTER FOR HUMANITIES, INC.

This two-part presentation uses school, life, and work situations to define the differences between listening and hearing for students, and to help students realize both physical and psychological factors that can contribute to their listening and communicating effectiveness. The presentation contains 160 slides, 2 cassettes, 2 LP records, a teacher's guide, and a processing kit. More than $100.

LIVELIHOODS

HOUGHTON-MIFFLIN

This set consists of sixteen film strips and cassette tapes that introduces each of the fifteen career clusters with a general introduction. Through interviews with three or four persons who have representative occupations within the cluster, the theme is expressed. This theme is to relate each kind of occupation to "life style" and the kinds of non-traditional situations a person might enjoy within a general job classification.

THE MEANING OF MONEY

NEWSWEEK

Junior high school students will be introduced to the world of economics, and to the ways that economics relates to their personal economies. The kit includes teachers guide, resource manual, duplicating masters for five handouts, and four sound-color filmstrips which are available with records or cassettes. The titles include: "Money", "Understanding It", "Earning It", "Spending It", and "Making It Work."

STARTING TO THINK ABOUT WORK

DENOYER-GEPPERT

These filmstrips offer a general perspective on the question of working for secondary students who are starting to realize the importance that work will play in their lives. The emphasis is on the ideas that all jobs have plus and minus factors that must be weighed and that work style, as well as job content, must be considered. Part One offers a general discussion of work. Part Two shows a gas station owner, an editor, a factory worker and a social worker discussing the good and bad points of their jobs.

STRESS: A LIFE FACTOR

COLE SUPPLY

This transparency series helps students recognize the causes, manifestations, and methods of dealing with the stresses that are part of adult life and work. The series offers practical advice for coping with stress where it is encountered. Transparencies, duplicating masters, and teachers guide. Less than $15.

SUPER CLERK GAME

COLE SUPPLY

Designed with an interest level of 7-12 and abilty level of 4.5-5.5, this game reinforces the ability to follow directions. Students must remember a sequence of instructions and computations to successfully complete each turn. Correct change must be determined after each transaction in which a product is bought or sold.

TARGET VOCATIONAL TRANSPARENCIES

MAFEX ASSOCIATES, INC.

This set of 35 transparencies presents the types of forms, applications, tax and insurance documents, etc. that an employee may be expected to fill out. Home lease forms, bus schedules, and similar documents are included. This set is suitable for seventh grade through adult.

107

CURRICULA AND SIMULATIONS

THE AMAZING ADVENTURES OF HARVEY CRUMBAKER: Skills for Living Library

COLE SUPPLY

This series provides easy-to-use lessons and follow-up activities to teach students how to cope successfully with real-life situations. Each of four volumes in the form of loose leaf binders contain 150 pages of reproducible lessons, forms, worksheets, cartoons, role-playing activities and performance evaluations. Presented in a humorous format, the interest level is for grades 7-12 with a reading level of 4.5 to 5.5. The four volumes include: "Filling Out Forms and Following Directions", "Coping As A Consumer", "On the Job", "Everyday Communications".

BREAKING THE SILENCE: SEVEN COURSES IN WOMEN'S STUDIES

EDUCATION DEVELOPMENT CENTER

This program, developed under Federal grant at Goddard College, Vermont, presents seven short instructional sections for high school students that will help them increase their knowledge and understanding of women in current and past America. "Sex Roles and Socialization" "Women in Cross-Cultural Prospective," and "Women and their Working Lives" are particularly pertinent to occupational classes. The approach is unabashedly feminist and role playing and experiential in method.

CAREEREACH

MCKNIGHT PUBLISHING COMPANY

This text/workbook has been designed to help students conduct an independent, self-directed career search. The goal is to cause students to know how to choose after completing the experiences, not necessarily to have made a choice. A teacher's manual can be ordered separately.

CAREER EXPLORATION ACTIVITIES

BUFFALO, NY PUBLIC SCHOOLS

This full career exploration course is designed to inform students about society, the interrelationships of the economy, the supplies of energy and natural resources, and the labor market. There are thirty-seven lessons, many of which involve hands-on exploration activities that are designed to be carried out in industrial arts shops, business and office classrooms, and similar teaching environments that are usual to most junior high schools.

ED 117 555

CAREER EXPLORATION CURRICULUM GUIDE: Grades 9 - 10

WILLOUGHBY -EASTLAKE SCHOOL DISTRICT, WILLOUGHBY, OHIO

This guide provides a selection of "activity guides" for each of the 15 clusters. Each guide consists of a developmental and subsidiary instructional objectives, pre-activity, activity, and post-activity.

ED 106 551

CAREER ORIENTATION: Curriculum Supplement for Grades 7-8

OHIO STATE UNIVERSITY

This twelve-part activity set provides specific activities that may be used to provide career orientation. Each section has teaching objectives, strategies, suggested student responses, and references to other curricular materials and student activities. It was developed as a method of infusing career education into the academic curriculum. However, many of the ideas could be adapted for use in the vocational classroom.

COMPLETING A JOB APPLICATION

J. C. PENNEY

These specimen job applications, in English and English-Spanish forms, provide some suggestions for completing the forms and "launching your job campaign." The forms give students an opportunity to improve their abilities, and the practice of having two, similar forms per handout permits students to practice and immediately to perceive improvement.

CONNECTIONS: WOMEN AND WORK AND SKILLS FOR GOOD JOBS

WOMEN'S EDUCATIONAL EQUITY ACT PROGRAM

This set of fifteen modules presents both the emotional and financial factors which influence women's decisions to work--or not to work--in technical fields. The program, developed by the Boston YWCA, can assist both boys and girls in the middle and junior high schools learn that many differences between men's and women's abilities and aptitudes are assumed rather than real, and that women more often have a need to find a salable occupation than not. Most of the activities in the program are to be done by teams and demonstrate in themselves the abilities that boys and girls--men and women--have to work productively together.

DECISIONS, DECISIONS

J.C. PENNEY COMPANY

This series of workshops, based on role playing devices is designed to enhance consumer education by increasing students' abilities in decision making skills. Its situations are directly related to the experience of secondary-school students, and the exercises are helpful in increasing communications and clear-thinking abilities. The kit is divided into four sessions which may be used during four different class periods or times within a semester.

ECONOMIC AND SOCIETAL FACTORS: OCCUPATIONAL INVESTIGATION GUIDE

OCCUPATIONAL CURRICULUM LABORATORY/EAST TEXAS STATE UNIVERSITY

The guide contains 40 self-contained instructional activites to teach basic social and economic skills to students in junior and high school. Materials contained in the guide include information and work sheets, puzzles, teaching instructions and transparency masters. The activities are excellent for introductory classes and/or students with reading limitations. The guide is priced at a cost-recovery basis and is very economical.

EDUCATIONAL PLANNING: OCCUPATIONAL INVESTIGATION GUIDE

OCCUPATIONAL CURRICULUM LABORATORY/EAST TEXAS STATE UNIVERSITY

There are two major areas of instruction in this guide: Educational Planning and Decision Making. Twenty-one self-contained activities offer a variety of instructional methods to teach beginning skills in these areas. A strong emphasis is placed on instructing students in guidance skills so that they can help themselves in planning for the world of work. The guide is priced at a cost-recovery basis and is very economical.

ENTERING THE WORLD OF WORK

MCKNIGHT PUBLISHING COMPANY

The text was designed for students with special needs who are planning to enter the world of work. This low-reading level, high interest book introduces the methods of successfully finding and keeping a job. It includes job procedures and safety, money management, getting along with superiors and peers, and general guides for living well.

FILL IN THE BLANKS

MAFEX ASSOCIATES

This workbook helps students become familiar with the kinds of forms one encounters in daily life. Simple instructions tell the use of the forms, the kinds of situations that require their use, and provide occasional hints and guides to filling out forms successfully. This guide will be particularly useful for students who are about to enter the job market or to leave school.

INTRODUCTION TO VOCATIONS: COMPREHENSIVE MIDDLE SCHOOL PROGRAM

RUTGERS CURRICULUM LAB

This book provides suggested classroom activities to introduce students to each of the 15 clusters; each cluster module takes approximately 3 to 4 weeks to complete. Easily adaptable, these materials are suitable to brief survey or introduction to the clusters.

ED 127 482

JOB APPLICATION LANGUAGE

COLE SUPPLY

This survival vocabulary workbook focuses on 80 words commonly seen on ads, signs, application forms, etc. Words are introduced, phonetically respelled, defined in context, and then reinforced in motivating exercises. The interest level is for grades 7-12 with a reading level of 2.0-3.0. Flashcards can be ordered.

THE JOB HUNTING GAME

COLE SUPPLY

Students simulate actual job hunting activities to practice looking for and finding a job. The game provides enough materials for up to 32 players and includes a teacher's guide. Developed with a 9-12 interest level and 3.5-4.5 reading level.

JOB PLANNER/CAREER PLANNER

JANUS BOOK PUBLISHER

This low-level high-interest book presents a series of simple self-inventories which are designed around the process of articulating the reasons why one wants a certain job. Vocabulary is carefully introduced, with reinforcing exercises and repetition of each word. In working through this book, a student will develop a set of understandings about the ways he or she will appreciate several aspects of a work situation.

MONEY AND BANKING DUPLICATING MASTERS

COLE SUPPLY

Money management duplicating masters let students manage a family's money for 6 months. Students learn how to figure income and expenses, make a budget, plan expenses, etc. Twenty-four banking operations duplicating masters use real-life situations to assist students in learning to open checking and savings accounts, make deposits and withdrawals, write checks and more.

MY JOB APPLICATION FILE

JANUS BOOK PUBLISHERS

This low reading level, high interest book helps students think consecutively through the gathering, preparing, and presenting information and documentation for an employment application. In one section, students follow planned exercises in gathering information; in the second, they have the opportunity to fill out nine specimen application forms. Visual representations of material and application situations reinforce the text.

OCCUPATIONAL CLUSTERS: OCCUPATIONAL INVESTIGATION GUIDE

OCCUPATIONAL CURRICULUM LABORATORY / EAST TEXAS STATE UNIVERSITY

The guide contains activities to teach all of the 15 U.S.O.E. career clusters. There are 8 activities to serve as an over-view to the clusters and 4 activities specifically geared to a particular cluster. Materials contained in the guide include information and work sheets, puzzles, games, teaching instructions and transparency masters. The activites are excellent for general instruction on the fifteen clusters and serve as a foundation for exploration into individual clusters. The guide is priced at a cost-recovery basis and is very economical.

★

OCCUPATIONAL NOTEBOOK PROGRAM

CAREER AIDS, INC.

A very basic program written at a reading level of 4.5 to 5.5 to help students learn such job skills as locating jobs, filling out forms dealing with banks, using public transportation, etc. The 48 page notebook serves as a record of the students' progress and becomes a permanent job information reference. The program can be ordered in sets of ten with an extensive teacher's guide or as individual units.

PAYROLL DEDUCTIONS

COLE SUPPLY

This booklet contains 48 reproducible pages of lessons, activities, pre-tests and post-tests. It has been designed to teach students where wages go and why.

★

PERSON-TO-PERSON: Interaction Kit

COLE SUPPLY

This small, desk-top easelbook system structures communication between 2 students and helps them develop meaningful interaction skills. Students learn not only how to listen, but more importantly, how to really hear what another person is trying to say. The interest level is 7-12 with a reading level of 3.0 to 4.0.

READ AND FOLLOW DIRECTIONS

JANUS BOOK PUBLISHERS

This low-level, high-interest book introduces students to the process of reading and following simple directions. It begins with picture directions, such as those found on street signs. Next it moves through processes with more steps like cooking instructions on packaged food, simple crafts construction and appliance operation. New vocabulary words are introduced throughout, with simple pronunciation and reinforcing games and exercises for all words.

SELF APPRAISAL: OCCUPATIONAL INVESTIGATION GUIDE

OCCUPATIONAL CURRICULUM LABORATORY /EAST TEXAS STATE UNIVERSITY

Written specifically for occupational investigation programs in Texas, this guide has many activities useful for other programs. There are 21 activities with multiple instructional strategies designed to teach self-awareness. In most cases the activities are self-contained with masters provided for transparencies, student work sheets, etc. Most of the activities were suggested and written by classroom teachers and have been used in occupational investigation classrooms. The guide is priced at a cost recovery basis and is very economical.

★

A STUDENT WORKBOOK IN CAREER DEVELOPMENT

OCCUPATIONAL AWARENESS 1973

This series of 31 career activities presents in-classroom and field-based experience for each U.S.O.E. cluster, with unit and overall pre/post tests. Though designed to be used either with a group or individually, the high reading level (12th grade) encourages use with Occupational Exploration students in groups only. It includes workbook, teachers guide, test and spirit masters.

TEXAS VIEW: Users Model Application Level IV

REGION XIX EDUCATIONAL SERVICE CENTER

Orginally developed to describe how concepts of career education could be implemented into the various curriculum areas, this manual can be used to make classroom activities more realistic to students' needs. Concepts covered are:

What Work Is	Things to Do Before Getting Work
Why Work	What Is Done In This Work
Where To Find Work	What the Work Will Pay.

This Model is the last of 4 levels. It was developed for students in grades 9 through 12. Several other components accompany this Model. (See individual clusters.) Very moderately priced.

A TIME TO CHOOSE

PITMAN LEARNING, INC.

This low-reading level, high interest novel presents a decision-making exercise based on an account of a young couple's decisions related to professional auto racing, personal fidelity, and occupational responsibility. The material is presented with a graded vocabulary, frequent summary questions, and prepared exercises and examinations. This is one in a set called Life Line Curriculum.

TWENTY-ONE LESSON PLANS IN CAREER EXPLORATION

CAREER EXPLORATION SERVICE

This outline is based on the Dictionary Of Occupational Title clusters. It presents twenty-one outlines for introducing career exploration to students, to increase their skills in the following academic areas: Business, humanities, science, and social studies. Lessons are complete and designed to be used in any order or with other curriculum. Written for an infusion approach to exploration.

ED 159 553

USING THE PHONE BOOK

JANUS BOOK PUBLISHERS

This low-level, high-interest vocabulary builder introduces students to the use and language of the telephone directory. Normal procedures for use, emergency procedures, abbreviations, and other telephone conventions are combined with carefully introduced vocabulary words, with exercises and simple pronunciation guides. Throughout, a balance is maintained between the introduction of vocabulary and the maintenance of interest in using the telephone book and the advantages of having that information at hand.

USING THE WANT ADS

JANUS BOOK PUBLISHERS

This low-level, high-interest book uses classified advertising to introduce relevant vocabulary and several consumer skills appropriate to buying, renting, or job-hunting through newspaper advertising. Vocabulary exercises through the book are culminated in a series of opportunities for readers to write their own want-ads.

PRINTED MATERIALS

CAREER EXPLORATION WORKBOOK

FAIRCHILD

This collection of fifty problems permits students, individually or in groups, to investigate the practices of identifying, applying for, and securing a job. Within these career skills processes, the book also encourages students to think systematically about their personal goals, skills, and employment needs.

CAREERS: Exploration and Decision

PITMAN LEARNING, INC.

This paperbound, non-consumable text gives a general, sometimes theoretical overview of the processes of and constraints upon career choice. It will provide a solid overview of the process of career selection for students who are reading at a junior high level.

CAREERS GAME

COLE SUPPLY

This game is designed to involve students in the process of determining personal values, setting goals and achieving those goals. The game can be played by 2-6 players. Moderately priced.

DON'T GET FIRED

COLE SUPPLY

This class set of activity books is written at a 9-12 interest level with a 2.0-3.0 reading level, making it an excellent resource for students with reading difficulties. The book portrays 13 poor work habits guaranteed to contribute to unemployment.

GET HIRED

JANUS BOOK PUBLISHERS

This low reading level, high interest book gives 13 narrative situations. In addition to presenting vocabulary for job-hunting and interviewing, the book guides students towards assessing their own abilities in order to present themselves successfully to prospective employers. The "job hunter's kit" at the end encourages students to list their skills in fashions illustrated in proceeding text material.

HELP FROM THOSE WHO WENT AHEAD

THE ADVISORY COUNCIL FOR TECHNICAL/VOCATIONAL EDUCATION

The free brochure may be ordered directly from the Advisory Council Offices. Former vocational education students look back on and evaluate their high school education, describing how vocational education programs helped them reach their career goals. (No catalog available).

IF YOU DON'T KNOW WHERE YOU'RE GOING, YOU'LL PROBABLY END UP SOMEWHERE ELSE

COLE SUPPLY

Written at a reading level between 6.5 and 7.5, this paperback book helps students understand the connection between good planning and choosing a career. It can be ordered as a set that also includes 12 duplicating masters which involve students in planning and decision-making, plus a teachers guide.

JANUS JOB INTERVIEW GUIDE

JANUS BOOK PUBLISHERS

The low-reading level, high interest book tells students how to prepare for a job interview. It carefully introduces appropriate vocabulary and illustrates through photographs and scripts the kinds of situations the interviewee may encounter. Through the book, students are guided to think thoroughly and consecutively about many facets of employment, their preparation for a certain type of job, and the kinds of answers they may prepare in advance of an interview.

JOB APPLICATION LANGUAGE

JANUS BOOK PUBLISHERS

This low-level, high-interest book introduces students to the vocabulary they might come in contact with when applying or interviewing for a job. Words are introduced, listed, pronounced, and incorporated into exercises to reinforce their meaning and the kinds of responses appropriate for use. Repeated games and oral exercises reinforce vocabulary for students with reading problems.

JOB OUTLOOK FOR THE 1980's: What Employers Want in Workers

ADVISORY COUNCIL FOR TECHNICAL-VOCATIONAL EDUCATION

This free brochure describes why seven qualities desired by employers in new employees were found important by vocational students themselves. The descriptions were selected from a random sample, are in the students' own words, and from their own work experiences. The qualities are: Reading Ability, Writing Skills, Math and Calculating Skills, Personal Interest in the Job, Productivity, Dependability, and Pride One's Work. This information provided by peers, should have a great deal of credibility. Order directly by title. No catalog is available.

ON THE JOB TRAINING AND WHERE TO GET IT

JULIAN MESSNER

This book directly addresses the high school students who do not intend to go to college, telling them about the avenues of informal schooling and on-the-job training available with major corporations and the government. The book focuses on the abilities of a graduate with ambition and talent for advancement through the structure of the occupations discussed in the book.

OPPORTUNITIES FOR MANAGEMENT CAREERS FOR WOMEN

VOCATIONAL GUIDANCE MANUALS CAREER HORIZONS

This book describes the growing role for women in management, and tells about both experience-based and formal education paths to management careers. The market in both public and private employment, current trends, and professional occupations are also discussed.

PARAPROFESSIONS: CAREERS OF THE FUTURE AND PRESENT

JULIAN MESSNER

This book describes the paraprofessional occupations that require less than a four-year college degree. The book describes more than 40 occupations, including a detailed description of the several areas of paraprofessional health care employment. Federal Job Information Centers, professional associations, and suggestions for further reading are included in appendices.

PAYDAY GAME

COLE SUPPLY

As players move along calendar-gameboard, they budget a limited income to meet monthly expenses, risk money on business deals, handle financial emergencies, take out loans and use savings account. The player with the most money at the end of the game wins.

★

POPEYE CAREER AWARENESS SERIES

KING FEATURES EDUCATION DIVISION

This series of 15 comic books describe the 15 occupational clusters. Each comic book covers approximately 70 occupations. The interest level is high with a lower reading level. They are available in English and Spanish; and suitable for classroom, group, or individual use.

QUALITIES EMPLOYERS LIKE, DISLIKE IN JOB APPLICANTS

THE ADVISORY COUNCIL FOR TECHNICAL/VOCATIONAL EDUCATION

Based on a statewide survey, this free brochure reports information obtained from employers. Information includes where employers find job applicants, reasons for hiring or not hiring applicants, types of skills they desire and causes for terminating employees. Order direct from the Advisory Council Offices. (Catalogs not available).

REAL WORLD: A LOOK AHEAD AT LIFE AND WORK

CLASSROOM READING SERVICE, INC.

This general interest, color newspaper includes employment, budgeting, and occupational exploration information with a format understandable by and attractive to junior high school or high school students. A teachers guide accompanies each issue. Subscriptions available on annual or semester basis. It is published monthly September through May.

SELECTED FREE MATERIALS FOR CLASSROOM TEACHERS

FEARON (PITMAN LEARNING, INC.)

This reference book gives more than five hundred sources of promotional, educational, and instructional material, including many produced from Government sources, which may be requested at no cost. Divided into sections, the book features vocational material in career, industrial, agriculture, and home economics education. Teacher aids and film which may be borrowed free are included in separate sections. The book is revised bi-annually and is moderately priced.

TEENAGE JOBS

CURRENT AFFAIRS FILMS

This handbook advises junior and senior high school students on ways and ideas for making money in part-time or temporary employment while they are still in school. Both direct employment and profit-making personal enterprises are covered. The book concentrates on imaginative or unusual ideas, encouraging students to inventory their own talents and interests in relation to making money. Inexpensively priced.

VOCATIONAL BIOGRAPHIES: L 80 Career Library

VOCATIONAL BIOGRAPHIES, INC.

Vocational Biographies presents career information in a biographical format. It was the first publication to systematically examine occupations from the viewpoint of personal experience. The entire library contains 28 spiral-wire volumes with 25 four page biographies in each, totally 700 occupations with the entire set comes supplemental volumes such as: Don't Call Me Handicapped. Volumes or single biographies can be ordered separately. (Refer to cluster sections for individual descriptions)

★

VOCATIONAL EDUCATION: Gateway to Careers

THE ADVISORY COUNCIL FOR TECHNICAL/VOCATIONAL EDUCATION

This brief fact sheet provides information about the purposes, nature and advantages of vocational education. It is free and may be ordered directly from the Advisory Committee. (No catalog is available).

YOUR CAREER IF YOU'RE NOT GOIIG TO COLLEGE

JULIAN MESSNER

This book is designed for the student who has decided to or must seek employment immediately upon high school graduation. The author discusses realistically the chances for financial and personal satisfaction with a variety of occupations, encouraging readers realistically to evaluate their interests and chances for success in any particular employment. There is also a section on part-time employment suitable for supporting students in college or trade school.

126

TEACHER REFERENCES

BEHAVIOR MODIFICATION FOR THE CLASSROOM TEACHER

OPPORTUNITIES FOR LEARNING, INC.

This collection of sort-cards with cassette tape, presents a series of exercises which will assist classroom teachers - particularly elementary teachers - to learn the strategies of identifying behavior problems of individuals within their classes, design reinforcement schedules, and effectively cure the problems. It gives a fair introduction to classic behavior modification techniques for persons who have not encountered the philosophies and vocabulary of those techniques before.

CAREER DEVELOPMENT OF THIRTEEN-YEAR OLDS

NATIONAL ADVISORY COUNCIL FOR CAREER EDUCATION

This 1977 study presents a comprehensive assessment of skills and attitudes related to ten occupational areas. The study will provide a good, nationally-based reference for someone writing curricular or evaluative materials.

CAREER EDUCATION: NEW APPROACHES TO HUMAN DEVELOPMENT

MCKNIGHT PUBLISHING COMPANY

This professional guidebook explores the history, current practice, and possible future of career education as an integrated philosophy within the public school curriculum. It assists the reader in developing a specific model for career education curricula within specific educational philosophies or systems of practice.

CAREER SKILLS ASSESSMENT PROGRAM OF THE COLLEGE BOARD

COLLEGE BOARD

This series of self-assessments helps vocational or general teachers and counselors guide secondary students into considering intelligently a wide variety of career and educational options. Each section is divided into exercise booklets, response sheets, and self-instruction guides which give guidelines on how to perform the assessments as well as information about questions and responses. CSAP consists of six separate areas: Self-Evaluation and Development, Career Awareness, Career Decision Making, Employment Seeking, Work Effectiveness, and Personal Economics.

COP SYSTEM

EDITS

This comprehensive series of self-examinations can be used with individual students or groups to assess interest, abilities, and values. It presents an overall "career occupational preference system," designed around a scheme of fourteen occupational areas. Tests are written for sixteen year olds, and present vocabulary barriers to younger, less able readers.

FIND YOUR JOB

CAREER COUNSELING SERVICE

This counseling tool permits students to match their occupational interests, skills, and income expectations with the characteristics of 40 high-employment jobs. Its purpose is to help students to clarify their estimations of their occupational needs and abilities and to increase the levels of their knowledge about specific occupations. Students, individually or in groups, work through a matrix listing of skills and working conditions on a chart that may be re-used throughout one or two years so that the users may see how their interests have been refined in the process of occupation exploration.

FREEDOM FOR INDIVIDUAL DEVELOPMENT

EDUCATION DEVELOPMENT CENTER

This series of four workshops, developed for the public schools, provides experiences, information, and direction for reducing sexually based stereotyping in the school system, and for positively helping students of both sexes form values and attitudes not based in traditionally sex-divided ways. The modules are for different groups; school board, vocational teachers, other teachers, and counselors. Handouts, evaluations, and bibliographies are included.

GUIDE FOR ESTABLISHING PROGRAMS OF VOCATIONAL EXPLORATION

WEST VIRGINIA DEPARTMENT OF VOCATIONAL EDUCATION

This guide will assist school administrators in beginning a vocational exploration program. It includes assistance in selecting clusters, program planning, sample activities, special facilities which may be necessary, special equipment, and other considerations.

SOURCE: ERIC (ED 113 539)

IDEAS FOR CAREERS

FEARON PUBLISHERS

Complete illustrations for 43 bulletin board displays on careers are given in this booklet. Themes range from general "Build A Career" to specific "Traveling Careers". This is an inexpensive guide that is excellent for those who find creativity difficult.

IOWA CAREER EXPLORATION UNIT

DRAKE UNIVERSITY

This design for implementation of career exploration in the state of Iowa was written by a committee of teachers, counselors, and administrators. It presents 14 implementation strategies and designs for career exploration in differenct situations. The report includes a literature search and national survey on problems and opportunities for beginning or re-evaluating career exploration programs.

ED 173 560

Quantitative Applications in the Social Sciences

SAGE PUBLICATIONS

This series of twenty-two individual paperbacks covers basic techniques in the understanding of social science data. Each book describes a different type of data analysis useful in the understanding of evaluation techniques, research of programs and testing. The series is designed for readers with a limited background in statistics or mathematics. Reasonably priced.

SEX FAIRNESS IN CAREER GUIDANCE KIT

COLE SUPPLY

This self-directing resource sensitizes counselors, teachers and students to sex bias in career guidance materials and counseling techniques. A comprehensive manual provides a series of exercises for developing sex-fair attitudes in the career counseling process. Although originally intended for teacher and counselor training, the activities in this kit are suitable for use with students preparing to make career choices.

STRATEGIES FOR IMPLEMENTING WORK EXPERIENCE PROGRAMS

MCKNIGHT

This guidebook is designed to assist teachers in understanding the philosophy and history behind career education, work study, and work experience programs, with a special emphasis on helping those teachers design and implement effective programs. Management, legal, and policy background is combined with examples of programs and instances that have been successfully used elsewhere.

TEACHER SKILL GUIDE FOR COMBATTING SEXISM

EDUCATION DEVELOPMENT CENTER

This thirteen-module program for teachers will support an extended staff-development program to become skilled in the ways of injecting "nonsexist" roles and activities into their classrooms. The thirteen sessions may be used together; or, with some consideration, one or more may be used apart from the rest. A leaders guide gives suggestions for presenting the program, and has an extensive bibliography.

VOCATIONAL ADVISORY COMMITTEE: Functions and Activities

THE ADVISORY COUNCIL FOR TECHNICAL/VOCATIONAL EDUCATION

This free brochure is a must for every teacher without experience working with advisory committees. It is an excellent reference for local advisory committee members, as well as school personnel not familiar with the definition and purposes of vocational advisory committees.

WRITING OBJECTIVES FOR IMPROVED INSTRUCTION

CAREER AIDS, INC.

This collection of cassette tapes, filmstrip, and work books provide a general introduction to writing instructional objectives for classroom use. It includes a section for administrators, and the relation of instructional objectives with larger program, school, and societal goals. This collection will be particularly useful for persons being first introduced to the technical design of curriculum.

132

APPENDIX A

ADDRESSES OF SUPPLIERS

ADVISORY COUNCIL FOR TECHNICAL
VOCATIONAL EDUCATION
P.O. Box 1886
Austin, Texas 78767

ALLIED EDUCATION COUNCIL
P.O. Box 78
Galien, Michigan 49113

BERWALL PRODUCTIONS, INC.
839 Stewart Avenue
Garden City, New York 11530

CAREER AIDS, INC.
8950 Lurline Avenue
Chatsworth, California 91311

CAREER COUNSELING SERVICES
2024 Robin Drive
Fairfield, California 94533

CAREERS, INC.
P.O. Box 135
1211 10th Street S.W.
Largo, Florida 33540

CAREER PUBLISHING, INC.
924 North Main Street
P.O. Box 5486
Orange, California 92667

CAREER SKILLS ASSESSMENT PROGRAM
OF THE COLLEGE BOARD
P.O. Box 2846
Princeton, New Jersey 08541

CENTER FOR THE HUMANITIES, THE
Communications Park
Box 1000
Mt. Kisco, New York 10549

CLASSROOM READING SERVICE, INC.
945 M South Greenwood Avenue
P.O. Box 747
Montebello, California 90640

CLASSROOM WORLD PRODUCTIONS
c/o National School and Industrial
Corporation
P.O. Box 28166
Raleigh, North Carolina 27611

COLE SUPPLY
P.O. Box 1717
Pasadena, Texas 77501

COUNSELOR FILMS, INC.
146 Montgomery Avenue
Bala Cynwyd, Pennsylvania 19004

CURRENT AFFAIRS FILMS
24 Danbury Road
Wilton, Connecticut 06897

DENOYER-GEPPERT AUDIO-VISUALS
5235 N. Ravenswood Avenue
Chicago, Illinois 60640

EDITS
Career Occupational Preference
System
P.O. Box 7234
San Diego, California

EDUCATION DEVELOPMENT CENTER
55 Chapel Street
Newton, Massachusetts, 02160

FAIRCHILD BOOKS AND VISUALS
7 East 12 Street
New York, New York 10003

FEARON PUBLISHERS
6 Davis Drive
Belmont, California 94002

GREGG/MCGRAW HILL
P.O. Box 996
Norcross, Georgia 30091

HARVEST EDUCATIONAL LABS
73 Pelham Street
Newport, Rhode Island 02840

HOUGHTON MIFFLIN
1900 S. Batavia Avenue
Geneva, Illinois 60134

IDEAL SCHOOL SUPPLY COMPANY
Oak Lawn, Illinois 60453

JANUS BOOK PUBLISHERS
3541 Investment Boulevard
Suite 5
Hayward, California 94545

J.C. PENNEY COMPANY, INC.
Consumer Affairs Department
Educational Relations
1301 Avenue of the Americas
New York, New York 10019

JULIAN MESSNER PUBLISHERS
Simon and Schuster Building
1230 Avenue of the Americas
New York, New York 10020

J. WESTON WALCH, PUBLISHERS
321 Valley Street
Portland, Maine 04104

KING FEATURES
Education Division
Department 1197
235 East 45th Street
New York, New York 10017

LOTHROP, LEE AND SHEPARD COMPANY
105 Madison Avenue
New York, New York 10016

MAFEX ASSOCIATES, INC.
90 Cherry Street Box 519
Johnston, Pennsylvania 15907

MCGRAW-HILL BOOK COMPANY
P.O. Box 996
Norcross, Georgia 30091

MCKNIGHT PUBLISHING COMPANY
P.O. Box 2854
Bloomington, Illinois 61701

MID-AMERICA VOCATIONAL CURRICULUM CONSORTIUM, INC.
Oklahoma State University
Department of Vocational and Technical Education
Stillwater, Oklahoma 74074

NATIONAL ADVISORY COUNCIL FOR CAREER EDUCATION
7th and D Street Southwest
R.O.B. 3
Room 3100
Washington, D.C. 20202

NATIONAL SCHOOL AND INDUSTRIAL CORP.
14 Glenwood Avenue
P.O. Box 28166
Raleigh, North Carolina 27611

NEWSWEEK
444 Madison Avenue
New York, New York 10022

OCCUPATIONAL AWARENESS
P.O. Box 948
Los Alamitos, California 90720

OCCUPATIONAL CURRICULUM LABORATORY
East Texas State University
Commerce, Texas 75428

OPPORTUNITIES FOR LEARNING, INC.
8950 Lurline Avenue
Chatsworth, California 91311

OHIO STATE UNIVERSITY, THE
Instructional Materials Laboratory
1885 Neil Avenue
122 Townshend Hall
Columbus, Ohio 43210

PITMAN LEARNING, INC.
6 Davis Drive
Belmont, California 94002

PRAKKEN PUBLICATIONS, INC.
P.O. Box 8623
Ann Arbor, Michigan 48107

REGIONAL XIX EDUCATION SERVICE CENTER
P.O. Box 10716
El Paso, Texas 79997

SAGE PUBLICATIONS, INC.
P.O. Box 5024
Beverly Hills, California 90210

SOUTHWESTERN PUBLISHING COMPANY
5101 Madison Road
Cincinnati, Ohio 45227

UNITED STATES GOVERNMENT PRINTING OFFICE
Superintendent of Documents
Washington, D.C. 20402

VOCATIONAL BIOGRAPHIES, INC.
Sauk Centre, Minnesota 56378

VOCATIONAL FILMSTRIP COMPANY
3033 Aloma
Wichita, Kansas 67211

VOCATIONAL GUIDANCE MANUALS,CAREER HORIZONS
8259 Niles Center Road
Skokie, Illinois 60076

WESTMINSTER PRESS, THE
Witherspooon Building
Philadephia, Pennsylvania 19107

WISCONSIN UNIVERSITY VOCATIONAL STUDIES CENTER
964 Educational Sciences I
1025 W. Johnson Street
Madison, Wisconsin 53706

WOMEN'S EDUCATIONAL EQUITY ACT PUBLISHER RESOURCES FOR SEX EQUITY
Education Development Center
55 Chapel Street
Newton, Massachusetts 02160

APPENDIX B

ERIC Document
Reproduction Service
Post Office Box 190
Arlington, Virginia 22210

INSTITUTIONS WITH ERIC COLLECTIONS

Abilene Christian University
1600 Campus Court
Abilene TX 79601
(915) 677-1911 x447

Angelo State University
2601 West Avenue North
San Angelo TX 76901
(915) 942-2222

Baylor University School of Education
Waco TX 76703
(817) 755-3111

Central Texas College Library
US 190 W
Killeen TX 76541
(817) 526-1237

Corpus Christi State Univ. Library
Corpus Christi TX 78411
(512) 991-6810

Dallas Baptist College
Vance Memorial Library
3000 Florina Street
Dallas TX 75211
(214) 331-8311 x250

Dallas Public Library
1954 East Commerce St
Dallas TX 75201
(214) 748-9071 x329

East Texas State Univ. Library
Commerce TX 75428
(214) 468-2962

ETSU at Texarcana
Texarcana TX 75501
(214) 838-6514 x221

Ector County ISD Professional Library
Odessa TX 79760
(915) 932-9151 x 67

Education Service Center, Region VIII
100 North Riddle Street
Mount Plesant TX 75455
(214) 572-6672

Education Service Center, Region IX
3014 Old Seymour Rd
Wichita Falls TX 76309
(817) 322-3108
Holdings: 1962-1975

Education Service Center, Region X
400 East Spring Valley Rd
Richardson TX 75080
(214) 231-6301 x284

Education Service Center, Region XVII
700 Texas Commerce Building
Lubbock TX 79401
(806) 763-4127

Education Service Center, Region XIX
6611 Boeing Dr.
ElPaso TX 79925
(915) 779-3737

Lamar University Library
Beaumont TX 77710
(713) 839-8310

Laredo State University Library
Laredo TX 78040
(512) 722-8002

Midwestern State University Library
3400 Taft Street
Wichita Falls TX 76308
(817) 692-6611 x204
Holdings: 1974-present

North Texas State University
Library
Denton TX 76203
(817) 788-2411

Our Lady of the Lake Univ.
411 Southwest 24th Street
San Antonio TX 78285
(512) 434-6711 x276

Project CITE Resource Center
Southwest Tower
211 East Seventh Street
Austin TX 78701
(512) 476-6861 x248

Pan American University Learning Resource Center
1201 W. University Dr.
Edinburg TX 78539
(512) 381-2751

Prairie View A & M Univ.
W.B. Banks Library
Prairie View TX 77445
(713) 857-2612

Sam Houston State Univ.
Huntsville TX 77340
(713) 295-2848

Southwest Texas Junior College
Uvalde TX 78801
(512) 278-4401 x254

Southwest Texas State Univ.
Learning Resource Center
San Marcos TX 78666
(512) 392-7727

Stephen F. Austin State Univ.
Library
Nacogdoches TX 75962
(713) 569-4309

Tarelton State Univ. Library
Stephenville TX 76402
(817) 968-9250

Texas A & M University Library
College Station TX 77843
(713) 845-1952

Texas A & I University Library
Kingsville TX 78363
(512) 595-3416

Texas Education Agency Library
150 East Riverside Drive
Austin TX 78704
(512) 475-3567

Texas State Technical Institute
James Connally Campus Library
Waco TX 76705
(817) 799-3611 x451

Texas Tech University Library
Lubbock TX 79409
(806) 742-5257

Texas Southern University Library
3201 Wheeler Ave.
Houston TX 77004
(713) 527-7153
Holdings: Partial before 1975

Texas Woman's University Library
Denton TX 76204
(817) 387-1612

Trinity University Library
715 Stadium Drive
San Antonio TX 78285
(512) 736-8126

The University of Texas at Austin
General Libraries; Perry-Castaneda
Library
Austin TX 78712
(512) 471-3811

The University of Texas at Dallas Library
Richardson TX 75080
(214) 690-2989

The University of Texas at El Paso
Education Library
El Paso TX 79968
(915) 747-5417

The University of Texas at San Antonio
Library
San Antonio TX 78285
(512) 691-4570

The University of Texas at Tyler Library
Tyler TX 75701
(214) 566-1471

The University of Dallas Library
Irving TX 75061
(214) 438-1123
Holdings: To 1974

The University of Houston at Clear Lake City
2700 Bay Area Blvd.
Houston TX 77058
(713) 488-9295

The University of Houston Central Campus Main Library
Houston TX 77004
(713) 749-3553

The University of Houston Victoria Library
2302-C Red River
Victoria TX 77901
(512) 576-3295 x27

West Texas State University Library
Canyon TX 79916
(806) 656-2761

APPENDIX C

EXECUTIVE DIRECTORS
EDUCATION SERVICE CENTERS

REGION I

Mr. Lauro Guerra
Region I Education Service Center
1900 West Schunior
Edinburg, Texas 78539
Telephone: (512) 383-5611

REGION II

Dr. Thomas Tope, Jr.
Region II Education Service Center
209 North Water Street
Corpus Christi, Texas 78401
Telephone: (512) 883-9288

REGION III

Dr. Dennis Grizzle
Region III Education Service Center
1905 Leary Lane
Victoria, Texas 77901
Telephone: (512) 573-0731

REGION IV

Dr. Tom Pate, Jr.
Region IV Education Service Center
P.O. Box 863
Houston, Texas 77001
Location: 1750 Seamist
Telephone: (713) 868-1051

REGION V

Dr. Fred Waddell
Region V Education Service Center
2295 Delaware Street
Beaumont, Texas 77703
Telephone: (713) 835-5212

REGION VI

Mr. Max W. Schlotter
Region VI Education Service Center
Route 2, Box 33A
Huntsville, Texas 77340
Location: 3332 Montgomery Rd.
Telephone: (713) 295-9161

REGION VII

Mr. Donald J. Peters
Region VII Education Service Center
P.O. Drawer 1622
Kilgore, Texas 75662
Location: 818 East Main Street
Telephone: (214) 984-3071

REGION VIII

Mr. Scott Ferguson
Region VIII Education Service Center
100 North Riddle Street
Mt. Pleasant, Texas 75455
Telephone: (214) 572-6676

REGION IX

Dr. H.M. Fullerton
Region IX Education Service Center
P.O. Box 4417
Wichita Falls, Texas 76305
Location: 301 Loop 11
Telephone: (817) 322-6928

REGION X

Mr. Hayden W. Goodgion
Region X Education Service Center
P.O. Box 1300
Richardson, Texas 75080
Location: 400 E. Spring Valley Road
Telephone: (214) 231-6301

REGION XI

Mr. R.P. Campbell, Jr.
Region XI Education Service Center
3001 N. Freeway
Fort Worth, Texas 76106
Telephone: (817) 625-5311

REGION XII

Mr. Mack Mullins
Region XII Education Service Center
P.O. Box 1249
Waco, Texas 76703
Location: 401 Franklin Avenue
Telephone: (817) 756-7494

REGION XIII

Dr. Joe Parks
Region XIII Education Service Center
7703 North Lamar
Austin, Texas 78752
Telephone: (512) 458-9131

REGION XIV

Dr. Thomas Lawrence
Region XIV Education Service Center
P.O. Box 3258
Abilene, Texas 79604
Location: 3001 North Third
Telephone: (915) 677-2911

REGION XV

Mr. Clyde Warren
Region XV Education Service Center
P.O. Box 5199
San Angelo, Texas 76902
Location: 100 North Magdalen
Telephone: (915) 653-6985

REGION XVI

Dr. Kenneth Laycock
Region XVI Education Service Center
P.O. Box 30600
Amarillo, Texas 79120
Location: 1601 South Cleveland
Telephone: (806) 376-5521

REGION XVII

Dr. Omer Douglas
Region XVII Education Service Center
4000 22nd Place
Lubbock, Texas 79410
Telephone: (806) 792-4000

REGION XVIII

Dr. J.W. Donaldson
Region XVIII Education Service Center
P.O. Box 6020
Midland, Texas 79701
Location: LaForce Boulevard
Telephone: (915) 563-2380

REGION XIX

Dr. John E. Uxer
Region XIX Education Service Center
P.O. Box 10716
El Paso, Texas 79997
Location: 6611 Boeing Drive
Telephone: (915) 779-3737

REGION XX

Dr. Dwain Estes
Region XX Education Service Center
1550 N.E. Loop 410
San Antonio, Texas 78209
Telephone: (512) 828-3551

APPENDIX D

CONTACT PERSONS FOR PUBLIC UTILITIES

GENERAL TELEPHONE COMPANY OF THE SOUTHWEST

Eastern Area:	Brian Drake, Public Affairs Manager 1600 Waterall Texarkana, Texas 75501 (214) 794-2511
Southern Area:	T. B. Miller, Public Affairs Manager 175 Pecan Drive League City, Texas 77573 (713) 332-3511
Western Area:	R. O. Rutherford, Public Affairs Manager 2701 4th Street Brownwood, Texas 76801 (915) 646-0561

SOUTHWESTERN BELL

Dallas:	308 South Akard - Room 1104 Dallas Texas 75202 (214) 464-2522 or (214) 464-6202
Ft. Worth:	Commerce Building 307 West 7th - Room 1028 Ft. Worth, Texas 76102 (817) 338-6544
Houston:	3100 Main Street - Room 1214 Houston, Texas 77002 (713) 521-7902 or (713) 521-8530
Beaumont:	555 Main Street - Room 434 Beaumont, Texas 77701 (713) 835-0870
San Antonio:	P. O. Box 2780 - Room 549 San Antonio, Texas 78209 (512) 222-6249
Lubbock:	2010 Avenue R - Room 411 Lubbock, Texas 79411 (806) 741-6279
Austin:	1616 Guadalupe - Room 201 Austin, Texas 78701 (512) 870-2527